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Set	Items	Description
S1	7825	(WIN???? (S) (GAME?? OR PRIZE)) (S) (DONATION OR CHARIT?)
S2	187280	(DONAT? OR GIV? OR CONTRIBUT?) (S) (CHARIT???)
S3	15121	ODDS (S) WINNING
S4	222890	(GIV???? OR DONAT???? OR CONTRIBUT????) (S) (CHARITY OR CH- ARITABLE)
S5	2987	S1 AND S2
S6	2571	S1 (S) S2
S7	1818	RD (unique items)
S8	648	S7 NOT PY>2001
S9	472	S8 NOT PY>2000
S10	306575	PLEDGE
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11/9,K/1 (Item 1 from file: 148)
DIALOG(R) File 148:Gale Group Trade & Industry DB
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11790638 SUPPLIER NUMBER: 58660438 (THIS IS THE FULL TEXT)
HEARTHSTONE BUILDER: LIFETIME PUBLIC SERVICE AWARD.
MAYNARD, ROBERTA
Builder, 22, 16, 54
Dec, 1999
ISSN: 0744-1193 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 3189 LINE COUNT: 00251

TEXT:

BUILDER and Hearthstone announce the largest annual philanthropic cash **prize** in the home building industry. Sponsors of this new award have pledged to **give** more than \$1 million to the **winning** builders' favorite **charities**. Join us in celebrating the powerful combination of good citizenship and business acumen.

Some 18 months ago, at a company retreat, Hearthstone executives were pondering charitable activities the company, a leading provider of equity to home builders, might undertake. They decided against simply handing over a donation.

"Rather than just make a gift," explains James Z. Pugash, Hearthstone's CEO, "we thought we could make a gift that would not only benefit charities, but also stimulate more gift-giving." The occasion would also present an opportunity to recognize builders and developers for their charity involvement. "We realized that many in the industry give so much," says Pugash, "yet we as an industry don't promote that fact." Out of that Hearthstone meeting grew a bold new awards program that accomplishes all three goals.

BUILDER and Hearthstone, with the help of founding sponsor The Kohler Cos., have joined forces to create this \$1 million five-year program to recognize builders who have gone the extra mile to help others.

Hearthstone seeded the program with a first-year gift of \$100,000 and a commitment to provide \$50,000 for each of the next four years. Kohler has signed on to contribute \$50,000 annually. BUILDER publisher Hanley-Wood, LLC, which is managing the awards program, will host a premier awards dinner at the International Builders' Show in Dallas next month. In addition, each year's recipients will be showcased in the magazine.

The \$225,000 pledged this year by the seven sponsors (see the list on the previous page) will go to the various charities designated by the three winners: \$175,000 to Don Ball's charities and \$25,000 each to organizations named by David Weekley and George and John Pringle (see profiles, page 64).

The Art of Quiet Persuasion

Sitting in the cozy dining room at the Thoroughbred Club of America, with hills of bluegrass and neat lines of white fences behind him, Don Ball looks like a country gentleman of leisure. His 600-acre farm, 50 thoroughbred horses, and his status as patriarch of the largest company building homes in Kentucky speak of a life of idyllic comfort. But, in a way, it's an illusion.

The good life wrought from four decades of home building is real enough, but it has been the means to an end. For the heart of this former farm boy is still with those who have only a small share of life's bounty. Not that he would put it that way. A man of many talents, Ball is decidedly a man of few words. As his son Ray succinctly puts it, "He's mostly action and not a lot of talk." Not to worry: The evidence of his lifelong dedication to doing good--shared by his wife, Mira, and their three

children--speaks for itself. Here's just a sampling of the legacy Don Ball has fostered:

- * LexLinc (the Lexington Local Investment Commission), a nonprofit Ball set up two years ago to develop comprehensive, communitywide approaches to solving problems related to families and children.

- * R.E.A.C.H., an organization whose goal is to further the development of low-and moderate-income housing. It was originated in 1994 by Ball, who was the liaison among local government, banks, and the state housing authority. Ball absorbed the cost of remodeling R.E.A.C.H.'S offices, has hosted fundraiser receptions at his home, and helped secure a \$1 million loan for a lease/purchase program. He will purchase any homes that clients are not able to buy at the end of the lease period, and he helps maintain the properties.

- * Virginia Place, a self-sufficiency program that helps single parents and their young children develop the educational and family-life skills to flourish independently. It is a complex of buildings on nine acres that includes seven apartment buildings and a child care facility. Ball provided land at cost, built a new facility, and donated his profit to its operating fund.

- * The HOPE Center, a facility which provides shelter, work and rehab programs, and medical care for homeless men in Lexington. Ball is the longtime chairman of the center and still contributes significantly to it.

- * Barkam, a nonprofit construction firm created by Ball to provide at-cost development, construction, and remodeling services to worthy projects. Any profits generated are used to fund other charitable projects. Barkham remodeled the Center for Training and Employment, a three-year-old job-training facility (includes classrooms, office space, and a day-care center) that Ball was instrumental in organizing and funding.

In short, Ball is a master facilitator.

"I've never worked with anyone who is as astute about money as he is. He understands more about tax credits and grants than most people," says Nancy Phares, president of The Phares Co., an FHA-insured mortgagee.

"He's not a man you want to play Monopoly with," warns his daughter and Ball Homes' vice president of sales, Lisa Ball Sharp. "He goes for broke."

Ball's understated tenacity is well known in the housing community, as is his low tolerance for bureaucracy. "He won't give up on something he believes in," says Phares. "When he's meeting with bankers, he talks about people's needs. He puts it on a personal level."

Associates describe Ball as consistent, intense, focused, honest, creative, and straightforward, with a persuasive, yet soft-spoken, style. His wife, Mira, says his demeanor is naturally lowkey. In 16 years of coaching Little League, she notes, he never once raised his voice.

Thomas Lett, a Lexington architect and longtime colleague, believes Ball's success has to do with his ability to find the right people for the right task. Cecil Dunn, executive director of The HOPE Center and a friend of Ball's for 30 years, observes, "He is very subtle and very good at working with people. He has a way of getting your confidence."

The collaborative LexLine program Ball started, a local response to welfare reform, is a case in point. Thanks to Ball's skills, says Wanda Faircloth, the program's executive director, local civic leaders, city and state officials, business and private citizens, and private and public agencies are working together in a way previously believed impossible. He has harnessed more than \$5.4 million for this project alone.

"Over the years, Mr. Ball has earned the trust of all these parties to the extent that they're willing to fully empower him with their resources," says Faircloth. The credibility that opens doors so readily has come from 40 years as a home builder and six years in the state legislature, along with service on many local boards. "He has no hidden agendas. He has no other agenda except to do the right thing. The community

knows that."

Ball says simply that people sign on with his projects because they want to help. Mary Jo Votruba, executive director of Lexington's Habitat for Humanity, says people sign on because they can depend on Ball to see the projects through. "When he agrees to do something, he goes out and does it. He takes on issues no one else will take on." Or as Phares puts it, "He gets the job done. Nobody loses money, and the project gets lots of publicity."

Yet, beyond being a master planner and financier, Ball has endeared himself to the community by taking a personal interest in helping people. "It's not unusual," notes Faircloth, "to find Mr. Ball sitting in on welfare-to-work orientation sessions, giving one-on-one advice to participants and counselors, or personally helping them through difficult circumstances. ... He doesn't just write a check. He rolls up his sleeves."

This hands-on aspect is a tremendous source of personal satisfaction for Ball. "I remember going to a R.E.A.C.H. closing," he says, "and seeing a lady just break down crying" in happiness over becoming a homeowner. "That's a good feeling." The increased involvement of daughter Lisa and sons Ray and Mike in the business--along with Mira, who still functions as CFO--allows Don to devote nearly full-time attention to the causes he supports. In his spare time, he enjoys horse racing and horseback riding. Golf? "Too slow," he says, shaking his head.

At 63, he has long since made doing good his primary hobby. The source of Ball's lifelong passion for helping the underprivileged, say friends, is Ball's own youth. Until he came to Lexington to study business at the University of Kentucky, Ball's home was a tobacco farm in Hebbardsville, a tiny dot on the map of western Kentucky "Dad had a real humble beginning, a real rough come up," says his son Ray, president of Ball Homes. "He worked himself out of it. ... I think that's why he gets a lot of enjoyment out of seeing people buying their own homes." Though the second generation has expanded Ball Homes' product line, starter homes are still the company's bread and butter, with a 1,083-square-foot entry-level model starting at \$86,240.

Don still remembers his own first home, a four-room house in downtown Lexington that he and Mira bought in 1957 for \$8,500. "I thought that was the biggest deal-- a bigger deal than any house I had later," he says.

The Balls started the business in 1958, two years after Don got his real estate license. From the beginning, Don wanted to build homes for people starting out. Mira recalls that he was particularly concerned about housing the police and fire workers who were required to live in the city and was determined to keep the selling price at \$10,900. "I told him it should be somewhere around \$12,000," says Mira, who studied accounting at the University of Kentucky; "but he held firm. We made money on those houses," she remembers with a smile, "but not much."

Forty years later, his empathy for others still drives him. "His goal is to create services that enable individuals to realize their potential, to make it for themselves and not keep relying on these services," says Faircloth. "He strives to address the causes of poverty, not the results."

And he goes about this work happy to be in the background. Letters of recommendation sent on Ball's behalf for this award included notes from U.S. Senator Mitch McConnell, Congressman Ernie Fletcher, city and county government officials, the Lexington-Fayette Urban County Housing Authority, banks, and nonprofit groups. All facets of life are represented, except the recipients of his generosity, few of whom realize the role he has played in giving Lexington folks a leg up.

"It's almost impossible to get this man to a dedication or an award (ceremony)," says the Lexington Habitat's Votruba. "He might come to a groundbreaking, but you'll see him over on the sidelines, not in the limelight." Knowing this all too well, Ball's employees nominated their boss for this award surreptitiously.

Ball, characteristically, is not interested in taking any bows. He has his eye on the horizon. Next on his agenda are the creation of a retirement home for racetrack workers and a local facility for at-risk youth. Of his many projects, the one most meaningful to him is Virginia Place, which helps single parents get an education while providing care for their children. "You take people who don't have any chance at all, and they can go to school and graduate," he says. "That's a good thing."

So it is.

David M. Weekley

David Weekley Homes, Houston

Strategic Thinker

For most of his adult life, David Weekley, a Houston builder and former Eagle Scout, has been a Boy Scout volunteer, an active board member, and a contributor to many charities. About five years ago, after 18 successful years in business, Weekley was hungry for new challenges. He considered selling his company or possibly taking it public.

When he read a book called *Half Time* by Bob Buford, he knew he'd found the direction he'd been seeking. He turned his entrepreneurial skills to charitable work, increasing his "good citizen" time commitment from 10 percent to 50 percent. And he began approaching these projects more strategically, in a fashion that exercises his leadership skills and brings about significant, tangible results--as he puts it, "making things happen."

"So many charitable organizations are run by great people, great givers," says Weekley, "but they're not strategic thinkers. Entrepreneurs can make a tremendous difference. By taking our natural gifts for business, we can radically change a charitable institution." His stepped-up involvement in the Boy Scouts' Sam Houston Area Council resulted in identifying and capturing more than \$33 million in funds that will go to building the Council's first new camp in 50 years and in increasing the number of at-risk youth who can participate in scouting.

Weekley's philanthropic bent had its beginnings in the 1980s Houston downturn, when his wealth "pretty much went away." He made a **pledge** then that if and when he had money to give, he would. In recent years, he has contributed 50 percent of his personal income to charity.

George and John Pringle

Pringle Development, Leesburg, Fla.

Earth Angels

George Pringle, chairman, and his son, John, president, are dyed-in-the-wool philanthropists who found a way to combine their passion for giving with their passion for flying. Both began flying missions in the mid-1980s for Angel Flight, an organization whose volunteer pilots provide a variety of services that include transporting patients to scheduled surgeries, bringing blood and medicine to disaster victims, and relocating battered spouses.

In 1994, the group's founder became ill and died. Fearing that Angel Flight might die too, John stepped in as chairman. At that point, says John, "We made a conscious decision to make a meaningful difference in one cause rather than make a token contribution to many."

Since John took over the organization, he has expanded it from Florida to five southeastern states. Its annual budget has grown from \$5,000 to \$200,000. Half of those funds come from a fundraising golf tournament the Pringles organize and host.

John, whose company builds 200 homes yearly for active adults, saw in his customers a tremendous volunteer resource. After meeting with a handful of community leaders, he soon had legions of volunteers to call on. Now, Angel Flight has 425 non-flying volunteers whom the Pringles have dubbed "Earth Angels." Some 550 volunteer pilots fly more than 600 missions a year.

Over the past 16 years, Angel Flight has arranged for more than 2,600

compassion flights, and George and John Pringle have flown hundreds of them. "It's hard to describe what it's like until you fly your first mission," says John. "But you realize that the person needed your help and without you, they weren't going to get it."

Home Builders Care 2000

Beginning January 1, the NAHB will kick off Home Builders Care 2000, a national campaign to tell Americans about home builders' community service projects. Each day, the NAHB will designate a different project to receive national publicity.

- * Jamie S. Gorelick, vice chair, Fannie Mae, the nation's largest source of funds for home mortgages

- * Bruce Karatz, chairman & CEO, Kaufman and Broad Home Corp., one of the largest for-profit home builders in the United States

- * Lewis S. Ranieri, chairman and founder of Hyperion Partners, investment funds backed by major institutional investors

- * Nicolas P. Retsinas, director, Harvard Joint Center for Housing Studies, which conducts research to examine and address America's most critical housing and community development issues

- * Pamela Traugott Rouse, co-founder, vice president and secretary, The Enterprise Foundation builder of fit, affordable housing for low income families

- * Alan L. Stein, chairman, Bridge Housing Corp., the largest nonprofit housing development group in the western United States

The judges were asked to measure the nominees' charitable activities against these six criteria:

Lifetime commitment: The builder demonstrates a lifetime of commitment to charitable work.

Depth of commitment: The builder shows a significant commitment in terms of personal time and resources contributed to charitable activities.

Significance of builder's contribution: The builder has made a significant difference both in the number of people affected and in the impact on those who have benefited from the builder's involvement.

Inspirational value: The builder inspires many others to become more involved in community service activities.

Significance of charity: Highest preference should be given to charities that assist the unfortunate and underprivileged. After this, significant should be given to charities that involve housing.

Ability of charity to use the reward: The charity should be one that can readily use the award in a productive fashion.

The Benefiting Charities

Kentucky builder Donald Ball, the first recipient of the Hearthstone BUILDER Award, requested that the gift of \$175,000 be divided among four organizations:

TransLinc, a program that provides cars and transportation to help individuals make the transition from welfare to work. Ball and a Lexington auto dealer teamed up to make used cars available to people going back to work. For the first year, TransLinc covers repairs and insurance. After a year, workers can buy the cars for half the retail price.

Success By Six, a new joint venture between Ball's nonprofit LexLinc and The United Way. Its goal is to ensure a good start in early childhood by providing education, health care, and other services.

Lexington Habitat for Humanity, to which Ball Homes has contributed for several years.

The HOPE Center, a facility breaking ground this month for women in the first steps of recovery from alcohol and drugs. Ball was instrumental in starting a similar program for men several years ago.

Texas builder David Weekley designated that his \$25,000 award will go to the Sam Houston Area Council of the Boy Scouts of America, which last year served 160,000 boys in a 16-county area, including a growing number at at-risk and minority youth.

Florida builders have George and John Pringle asked that the bulk of their \$25,000 award go to Angel Flight Southeast. Through this 16-year-old program, pilots volunteer their time, aircraft, and fuel to provide patients with air transportation to medical facilities, assistance in emergency relief efforts, and other similar services.

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INDUSTRY CODES/NAMES: BUSN Any type of business; CNST Construction and Materials

FILE SEGMENT: TI File 148

TEXT:

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11/9,K/2 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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14029953

Local heroes 2000 roll of honour

NORTHERN ECHO, p6

December 01, 2000

JOURNAL CODE: FTNE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 638

Under-16 outstanding performance award Highly commended: Paul Horsley Steven Rodriquez Bonilla Emma **Pledge winner** Bradley Saunders. (Spennymoor Boxing Club) - at 14 has been the British schoolboy champion for two years, fought for England six times, unbeaten for two years and an Olympic hopeful for 2004. Over-16 outstanding performance award Highly commended Dan Brooks Stephen Brooks Paul Rowntree **winner** Nicola Jackson. A multi-junior and senior Great Britain record-holder, part of the world record 4x 200metres freestyle team. Selected for the Sydney Olympics team and set a personal best at the Olympics. Under-16 special achievement Highly commended Aidan Dees **winner** Richard Lawson. Richard has haemophilia, a severe bleeding disorder which usually prevents boys from actively participating in sport. Despite this, he gained a black belt in taisudo. He also plays roller hockey and at 11 years was voted the best under-14 netminder in a national league. Over-16 special achievement Highly commended Debbie Keeley Joanne Little Alan Davidson **winner** Steven Grey. In 90, Steven broke his back in three places. He has built up the muscles through sheer hard work and won British and European power-lifting titles five years in a row. He's also been world champion three times as well as raising over pounds 1,000 for local **charities**. On the day of the Local Heroes awards, Steven had just flown back from Las Vegas where he had won two silver medals in this year's world championships. Over-16 unsung hero award Highly commended Eric Jolly, Horden cricket club Ian Hayman, Darlington Spraire Lads **winner** David Scott. Set up Spraire Lads 18 years ago. There are now 20 teams, with Dave in overall charge as club secretary. He also runs the under 8s and three girls' teams. Dave recently won a

service to sport award and helped Spraire **win** the club of the year award in recognition of the club's administration and help **given** to the Teesside junior alliance. Under-18 team award Highly commended Richmond school hockey team Durham Johnston girls under-12 5-a-side football team Marske CC Juniors **Winners** Chester-le-Street girls six-a-side team. In august, nine girls from Chester-le-Street won a county competition to represent Durham at the Millennium Youth **Games** in Southampton. Over 700 children took part and the girls were the only North-East team to **win** gold. over-18 team award Highly commended Teesside Mohawks Basketball Club Durham County Men's A Bowls. Bedale cricket club. **winners** Middleton St George CC. This season they have won the Darlington and District League Division a for the third year running. They entered nine local knockout competitions, **winning** seven of them. The **game** for a laugh backtrack award (nominated by Mike Amos) **Winner** : Peter Lax. Served local sport in Billingham for 50 years and has been a valued member of the Northern League management committee since 1988. He played both cricket and football with Billingham Synthonia and had football trials with England schools. As an administrator, he's held every possible position with the Synners but his greatest gift is his warm personality and ability to make others laugh. Overall local hero of 2000 Steven Grey Steven embodies the very spirit of sportsmanship. Some people have it easy - he certainly didn't. To say he's overcome adversity to be a **winner** is an understatement. Ten years ago, the Harrogate-based army staff sergeant broke his back in three places during a gymnastics display in front of 6,000 people and was left wondering what the future might hold. But he didn't let it beat him. He fought back, displaying unbelievable courage and dedication. As part of his campaign to recover his fitness, he began to work with weights -and discovered he was rather good at it. He entered a power lifting competition and promptly broke all British records. He can lift three times his own body weight and has won British titles, European titles and World titles

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- FT McCarthy.

DESCRIPTORS: Sports; General News; Awards

COUNTRY NAMES/CODES: United States of America (US) ; Australia (AU) ;
United Kingdom (GB)

REGIONS: Americas; North America; Pacific Rim; Australasia; Europe;
European Union; Western Europe

PROVINCE/STATE: England

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11/9,K/3 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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Richmond grab pizza the action in

Mike Amos

NORTHERN ECHO, p06

March 24, 2000

JOURNAL CODE: FTNE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1523

Storm Brakenberry sounds like a character from the Eagle, or Hurricane Alice's cousin by marriage. She's a 14-year-old from Richmond School, a veritable spiky haired whirlwind. Yesterday Storm and friends contested the quarter-final of the England Hockey Association's under 15 national cup, at home to Kingston Grammar School from Surrey. Her mum was there, too - weather eye, and all that - and to explain that extraordinary name. Kingston's in the London Borough of Richmond, known yesterday as Richmond There to differentiate it, of course, from Richmond Here. It was probably the only occasion on which teams from England's two Richmonds had met competitively on the sports field. As they say about schoolgirls' hockey in the Backtrack column, there's a first time for everything. Over 300 teams had entered, schools and clubs, Richmond the only state school in the last eight. Budding mathematicians would have recognised an inverted arithmetical progression in their **winning** sequence, seven goals in the first **game** , six in the second, down to three in the fifth. Hockey, said Audrey **Pledge** - the schools' head of administration - helped make them "nicely ruthless". Budding grammarians would have detected an oxymoron.

"They're a good group, get on well socially, talented in all sorts of ways," added Audrey. The school had been buzzing all week. Pam Cross, chair of governors, there with a big bag of Mars bars and with her husband, with whom she'd played mixed hockey when they were courting. These days, said Audrey, men quaked with fear if it were suggested they play alongside the other sort. For Jim Jack, head teacher and former captain of Darlington hockey club, there was satisfaction not just in the team's performance but in vindication of a long campaign to provide a pounds 340,000 all-weather pitch for the school. A sports hall is rather longer coming, officialdom chicken and egg-like about lack of demand. "We tell them that if they **give** us the facilities we'll deliver," said the head. "Just look at the hockey." The school excels in other sports, too, Nicola Jackson in the Olympic swimming squad. We're making bricks from straw an Olympic event, we could also suggest two filial examples of that. The head's daughter Helen is in the team, and England under 16 international Emma **Pledge**, Audrey's daughter. Lesley Brakenberry, Storm's mum, paces anxiously. The name, she says, is from a Wilbur Smith book called When the Lions Feed which she'd been reading at the time of the infant's arrival. A baby had born in the book, too, in South Africa and in a storm. There are always storms in South Africa. "If you knew my daughter, you'd know how appropriate it was," she says. It begins at 11.30am, Kingston down from a night at Grinton youth hostel - altitude training - the crowd swollen by dinner time, Audrey **Pledge** trying to remain calm. "We get into trouble for shouting too much," she says. Louise Coyne scores after 20 minutes - Richmond Here 1 Richmond There 0 - the goal only heightening the tension. The head is on crowd control, trying to get everyone behind a thin red line; Lesley Brakenberry's rather unkindly calling her daughter a twit - "I call her a lot worse than that" - and quietly berating the umpire. "A blind man on a galloping horse could have seen that," she says. Time crawls, more clock watching than A-level physiognomy. Should they **win**, we suggest to Pam Cross, she should call for a half day in the way that they did in Jennings and Darbishire, or its female, jolly hockey, equivalent. "I would have to advise her that it's illegal," says Jim Jack. They don't write school stories like they used to. Richmond hold out, Emma **Pledge** - squat, tenacious, tigerish - over every isobar of the all-weather, all of them magnificent. There's applause, cuddles, a lap of honour, a few tears. "That'll do us," says the head. Mr Jack's off to a meeting in Ripon with the director of education, Lesley Brakenberry (she says) is going to lie down with a bottle of sherry. The victors can look forward to pizza and chips, followed by Mars bars and double mathematics. Cricket edges closer. Was ever there more evidence of its glorious uncertainty, asks the Bearded Wonder, than in the case 24 years ago of Neil Riddell. Riddell was Durham County captain, good enough to represent Minor Counties East in their Benson & Hedges tie against Northamptonshire, at Stoke. It was the third weekend of May, 1976. The stage collapsed at the weigh-in for Muhammad Ali's fight with Richard Dunn, Brandon FC won the Stafferri Cup to add to the All England Sunday Cup, Bob Smith achieved a hole in one at Bishop Auckland's eighth and Riddell smashed an unbeaten 109 in under two hours from a Northants attack that included four test bowlers - Sarfraz, Bedi, Cottam and Willey. "Superb, brimming with powerful, attractive strokes" Wisden reported. The following day, Riddell batted for Bishop Auckland in the Kerridge Cup at Marske, faced 63 balls in 52 minutes, was wholly unable to score from any of them and was finally victim to Marske professional Tony Nicholson in his 9-15. Has any North-East league player, much less one of Neil Riddell's ability, ever gone longer without awakening the scorers? Stockton eye April more than most. The firsts and seconds are in the new North Eastern Premier League, the thirds - somewhat improbably - in the Hetton Lyons Sunday League and the "reserve" team, which plays midweek, in the Northallerton and District Evening League against the merry likes of

East Harlsey, Maltby and Ingleby Cross. Richard Thurston, of reserve occupation, took himself to deepest North Yorkshire last weekend in an attempt to get the boys' bearings. He discovered the grass being cut at Silton - "by a flock of sheep, a new experience" - but still hasn't beaten tracked Leake or Thornton-le-Moor. They will repay the effort. "We're looking forward to it," says Richard. Football's not done for yet, of course, to the considerable relief of our old friend John Dawson, the Hartlepool postman. Last night he watched his 212th **game** of the season, eyes cautiously his all-time record 277. Hartlepool John's football season is likely to end somewhere in Scotland in mid-June, two weeks before the next one officially begins. "There's just a chance" he concedes, "that I'll beat it." Forever trying to keep up with the pacers, the column showed on Tuesday at a fund raising race night in Lanchester for the harness racing fraternity. Officially they're the North-East Standard Bred Association, temperamentally they seemed to be feeling a bit persecuted. "In this country people want to put us round every corner and down every hole," said Brian Laidler, from Spennymoor. "They try to keep us out of the way, but our horses don't get hurt half as much as the thoroughbreds. The gallopers have the betting shops, the television, everything." You know, he added - tapping his nose - who owns all the gallopers. The sport grows - well - apace. Around 150 North-East members contest meetings near the Cock of the North Hotel in Durham and at Fir Tree, near Crook, and plan a major **charity** event at Sedgefield racecourse on July 26. The attraction, said Association chairman Brian Smith from Trimdon, is that horse and cart - they call them carts - are both versatile and affordable. "I know it looks like chariot racing, but it's one of the safest and best controlled equestrian sports there is," said Brian, an affably loquacious Irishman. A trotting pony doesn't just run at 30-35mph but can jump or be ridden, be trained for the road, rarely goes lame and makes an affectionate pet. A lady in the company recalled that hers had even been used for leading sea coal, and painted an appealing picture. "Thirty miles an hour mightn't sound much, but if you're sitting there with two small pieces of leather in your hand and they're the brakes, it's exhilarating," said the chairman. "It's like having the **wind** in your face on a motor bike, except that the horse can think. Once you start, it's worse than drink or drugs, you just can't do without them." Their ambition is to establish an all weather track - "we've talked to some of the councils" says the chairman - and to get trotting back on television. Just now you have to go to Wales. The race night seemed to be favouring the punters, and to be going well. "I'll happily talk to anyone about the sport" said Brian Smith, and could probably talk all day. He's on 01429 882196. the first living person apart from the royal family to appear on an Australian postage stamp (Backtrack, March 17) was Sir Donald Bradman - and he was 90 before he licked it. Martin Birtle, who has just spotted on York station a steam engine magazine called Backtrack - "beware of imitators" he says - today seeks the identity of the only Nobel **Prize winner** to have played first class cricket. A **prize** every time? Back Tuesday.

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- FT McCarthy.

COMPANY NAMES: Dawson Holdings PLC

DESCRIPTORS: Company News; Government News; Sports; General News

COUNTRY NAMES/CODES: Australia (AU) ; South Africa (ZA) ; United Kingdom (GB)

REGIONS: Australasia; Pacific Rim; Africa; Sub-Saharan Africa; Europe; European Union; Western Europe

PROVINCE/STATE: Wales; Scotland; England

SIC CODES/DESCRIPTIONS: 7990 (Miscellaneous Amusement Recreation Services)
; 7941 (Professional Sports Clubs & Promoters)

NAICS CODES/DESCRIPTIONS: 71329 (Other Gambling Industries); 711211
(Sports Teams & Clubs)

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11/9,K/4 (Item 3 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
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05047279 (THIS IS THE FULLTEXT)

PRNewswire Midwest Summary Wednesday, April 21 to -2-

PR NEWSWIRE

April 21, 1999

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1276

HSW020 04/21/1999 08:37 r f bc-NC-BioStratum-patent (RESEARCH TRIANGLE PARK) BioStratum Receives Patent on Type IV Collagen-Derived Anti-Angiogenesis Agent DAW039 04/21/1999 11:22 r f bc-KS-Pizza-Hut-Book-It

(WICHITA) Book It!(R) Program Announces **Winners** in the Millennium Sweepstakes for Teachers ***MICHIGAN*** HSW061 04/21/1999 03:48 r n bc-MI-Lotto-numbers (LANSING) 'The Big **Game** ' **Winning** Numbers For The Tuesday, April 20, 1999 Drawing DEW005 04/21/1999 06:01 r v bc-MI-DIA-event (DENVER) The Detroit Institute of Arts to Launch a Major Fund Raising Effort With a Major Gift on Wednesday, April 21, at 9 a.m. CGW036 04/21/1999 07:20 r f bc-MI-Ramco-Gershenson Ramco-Gershenson Properties Trust Reports Record Results For First Quarter 1999 HSW029 04/21/1999 07:29 r f bc-MI-Champion-Ent-earns (AUBURN HILLS) Champion Enterprises, Inc. Reports Record First Quarter Results DEW001 04/21/1999 07:33 r n bc-MI-Edu-Freedom-Fund (GRAND RAPIDS) Education Freedom Fund Awards 3,700 Scholarships To Low- Income Children in Michigan HSW046 04/21/1999 08:02 r f bc-MI-Borders-Group-CEO (ANN ARBOR) Borders Group Announces Resignation of CEO Philip M. Pfeffer Borders Group Chairman Robert DiRomualdo to Serve as Interim President and CEO DEW001A 04/21/1999 08:04 r f bc-MI-MCN-1Q-conf-call (NEW YORK) MCN Energy Group, Inc. Invites You to Join its First Quarter Conference Call on the Web DEW003 04/21/1999 08:30 r f bc-MI-CMS-Energy-earning (DEARBORN) CMS Energy Reports First Quarter Earnings of \$98 Million, \$0.82 Per Share DEW002 04/21/1999 08:45 r f bc-MI-CMS-Gas-Group-earn (DEARBORN) CMS Energy's Consumers Gas Group (NYSE: CPG) Reports First Quarter Earnings Of \$39.4 Million, or \$1.19 Per Share DEW008 04/21/1999 09:18 r f bc-MI-AIAG-Auto-Tech-99 (SOUTHFIELD) AIAG's Auto-Tech 99 is Building Solutions for Automakers and Suppliers In the Global Industry DEW007 04/21/1999 09:42 r f bc-MI-Career-Dev.-rates (LANSING) March Jobless Rates Decrease in Most Areas; Employment & Labor Force Increase, Reports Michigan Department of Career Development DEW011 04/21/1999 09:51 r v bc-MI-SECMCOG-Exec-meet (SECMCOG) SEMCOG's Executive Committee meets on April 23 DEW004 04/21/1999 09:59 r f bc-MI-MCUL-econ-educate (NORTHVILLE TOWNSHIP) Michigan Credit Unions Promote Economics Education DEW012 04/21/1999 10:05 r f bc-MI-Simpson-dividend (PLYMOUTH) Simpson Industries Declares Quarterly Dividend DEW006 04/21/1999 10:10 r v bc-MI-Buick-Open-event Buick to Announce 1998 Buick Open **Charity Donations** DEW009 04/21/1999 10:23 r f bc-MI-Franklin-Bank-earn (SOUTHFIELD) Franklin Bank Reports First Quarter Earnings DEW015 04/21/1999 10:25 r f bc-MI-DCX-education (AUBURN HILLS) DaimlerChrysler Takes its Work to the Classroom DCW022 04/21/1999 10:27 r f bc-MI-Toy-Shoppe.com (BERKLEY) Toy-Shoppe.com Announces S-O-K-S Program to Benefit Schools; Supporting Our Kids' Schools Program Designed to Raise Funding DEW010 04/21/1999 10:30 r f bc-MI-SEMCO-names-board (PORT HURON) Marcus Jackson Named to the SEMCO ENERGY Board of Directors DEW016 04/21/1999 10:37 r f bc-MI-Kelly-VP-Treasurer (TROY) Kelly Services Names Galac Vice President and Treasurer DEW018 04/21/1999 10:55 r v bc-MI-Kelly-kids-event Michigan Works! and MOIS to Present Job Training Education To Kelly Services' Sons and Daughters DEW014 04/21/1999 11:01 r v bc-MI-Craftsmen-project (DALLAS) High School Student 'Craftsmen' Project Competition, Summit Place, Pontiac, Mich., April 23-25, DEW020 04/21/1999 11:16 r f bc-MI-Mustang-Board (DEARBORN) Mustang Board Reopens Museum Search DEW019 04/21/1999 11:41 r f bc-MI-OH-Charter-One-div (CLEVELAND) Charter One Increases Quarterly Cash Dividend 14% to \$.16 Per Share DEW021 04/21/1999 12:00 r n bc-MI-DIA-receives-gift (DETROIT) The Detroit Institute of Arts Launches A Major Fund-Raising Effort with a \$50 Million Gift DEW022 04/21/1999 12:15 r f bc-MI-Ford-conference (DEARBORN) Ford Motor Company to Webcast Annual Meeting CLW033 04/21/1999 12:53 r f bc-OH-AEP-CSW-merger (COLUMBUS) AEP, CSW Reach Merger Settlements With Six Wholesale Power Customers DEW017 04/21/1999 13:00 r f bc-MI-Delphi-environment (TROY) Delphi Designs Environmental Protection Upfront Through ISO 14001 Program DEW025 04/21/1999 13:39 r v bc-MI-Detroit-Edison Detroit Edison to Host 1,000 Young People at Work Thursday DEW026 04/21/1999 13:41 r f bc-MI-Media-Period-buys (BLOOMFIELD

HILLS) Furniture Express Media to Media...Period DEW023 04/21/1999 13:42 r f bc-MI-Media-Period-web (BLOOMFIELD HILLS) Media...Period Adds Internet Media Buying Capability DCW006 04/21/1999 14:00 r n bc-MI-Off-Justice-Safety (WASHINGTON) Michigan Receives \$16.9 Million to Improve Public Safety DEW024 04/21/1999 14:00 r w bc-DC-GM-names (WASHINGTON) Andrew Card to Head Government Relations for General Motors DEW028 04/21/1999 15:00 r f bc-MI-Fed-Mogul-sells (SOUTHFIELD) Federal-Mogul Completes Sale of South African Heat Transfer Business DEW029 04/21/1999 15:10 r v bc-MI-Karmanos-race-cure Race for the Cure, Presented by Karmanos Cancer Institute, Expected to Draw Record Crowd on April 24 DEW033 04/21/1999 15:54 r n bc-MI-Science-Fair- win (DETROIT) Student Scientists **Win** Top Honors; Michigan Science and Engineering Fair **Winners** Named ***MINNESOTA*** MNW005 04/21/1999 07:00 r f bc-MN-Sparta-Yahoo (DELRAY BEACH) Sparta Foods Links Its Website to Yahoo! Store for Online Distribution of New Banditos Product HSW052 04/21/1999 07:58 r f bc-MN-Jostens-1Q-earns (MINNEAPOLIS) Jostens Reports Net Income of \$8 Million, Or 23 Cents Per Share, in First Quarter MNW002 04/21/1999 08:28 r f bc-MN-Arcadia-Earnings (MINNEAPOLIS) Arcadia Financial Reports First Quarter Profit of \$.20 Per Share; Originations Up, Delinquencies and Loan Losses Down MNW006 04/21/1999 09:02 r v bc-MN-Fashion-Show (DENVER) WAMSO Symphony Ball Fashion Show: Strut Your Stuff, Baby! MNW007 04/21/1999 09:06 r f bc-MN-Jostens-FamilyEduc (MINNEAPOLIS) Jostens Takes Equity Position in FamilyEducation Network MNW008 04/21/1999 09:17 r f bc-MN-Buca-Stock-Offer (MINNEAPOLIS) BUCA, Inc. Common Stock Offered at \$12.00 Per Share MNW009 04/21/1999 09:44 r f bc-MN-Minnesota-Power-er (DULUTH) Minnesota Power Net Income 13 Percent Higher in First Quarter CLW001 04/21/1999 10:00 r f bc-MN-Progressive-Rates (ARDEN HILLS) Progressive Reduces Auto Insurance Rates in Minnesota by More Than 6 Percent MNW010 04/21/1999 10:03 r f bc-MN-Valspar-Pierce (MINNEAPOLIS) Valspar Completes Flexible Coatings Divestiture CGW002 04/21/1999 11:30 r e bc-MN-Pillsbury-contest (MINNEAPOLIS) It's No Joke - The Best Giggler Wins \$50,000 Cash CGW053 04/21/1999 11:33 r n bc-IL-EPA-Menomonie-grnt (CHICAGO) EPA Awards Sustainable Development Grant for Menomonie, WI Project MNW012 04/21/1999 12:29 r f bc-MN-Ntl-City-Bancor-er (MINNEAPOLIS) National City Bancorporation Announces First Quarter Earnings MNW013 04/21/1999 12:31 r f bc-MN-Ntl-City-Ban-Div (MINNEAPOLIS) National City Bancorporation Announces Cash Dividend MNW016 04/21/1999 12:42 r n bc-MN-District-191-bomb (EAGAN) Bomb Threat Cancels School at Metcalf Junior High SFW056 04/21/1999 12:59 r f bc-WA-Jenkon-Creatv-Mem (VANCOUVER) Jenkon Announces That Creative Memories Will Deploy Summit V & Internet Products MNW019 04/21/1999 13:18 r f bc-MN-Vitatron-Medtronic (MINNEAPOLIS) New Stimulator With Atrial Fibrillation Diagnostics Introduced in Europe by Vitatron MNW020 04/21/1999 13:19 r f bc-MN-Vitatron-14 (MINNEAPOLIS) Vitatron Releases 14 New Pacemakers for European Markets MNW017 04/21/1999 13:35 r n bc-MN-Intl-Wolf-Center (MINNEAPOLIS) Wolf Center Releases Minnesota Attitude Survey Results MNW023 04/21/1999 13:43 r v bc-MN-Harriet-Tubman-Cen Group Teaches Violence Prevention in Minneapolis High Schools; Team Members Can Comment on School Violence Prevention MNW014 04/21/1999 13:54 r a bc-MN-Student- **Pledge** -Gun (NORTHFIELD) Tragedy in Denver Underscores Relevance of Student **Pledge** Against Gun Violence MNW025 04/21/1999 14:04 r v bc-MN-YWCA-Concert The 14th Annual 'Gospel on the Plaza'; Thursday -- August 19, 1999 SFW066 04/21/1999 14:30 r f bc-WI-SGI-Sale-Union (CHIPPEWA FALLS) SGI Announces Sale of Integrated Circuit Operations To Union Semiconductor Technology Corporation MNW028 04/21/1999 15:20 r f bc-MN-Minn-Power-dividen (DULUTH) Minnesota Power Declares Dividends MNW027 04/21/1999 15:21 r a bc-MN-Hazelden-CO-School (CENTER CITY) Hazelden Foundation/Johnson Institute Offers Authors/Experts on School Violence Prevention MNDAY1 04/21/1999 15:30 r n bc-PRN-MPLS-daybook (WILMINGTON) PR Newswire Minneapolis/St. Paul Daybook

for Wednesday, April 21, 1999 MNW029 04/21/1999 15:35 r f
bc-MN-RSI-Systems-Earns (MINNEAPOLIS) RSI Systems Reports Profit and Record
Sales for Third

Quarter

MISSOURI

CGW007 04/21/1999 05:00 r f bc-MO-H&RBlock-acquires (KANSAS CITY) HRB
Business Services Acquires Sixth Accounting Firm CGW019 04/21/1999 06:30 r
f bc-MO-Sprint-contract (KANSAS CITY) Sprint Announces Contract with Lucent
Technologies To Expand Largest Nationwide PCS Wireless Network CGW026
04/21/1999 08:31 r f bc-MO-Tripes-earnings (BALTIMORE) Tripes, Inc.
Announces First Quarter 1999 Financial Results CGW001 04/21/1999 10:00 r f
bc-MO-Datacomm-study (CHESTERFIELD) New Datacomm Research Company Study:
E-Commerce Competition Forces Businesses To Invent New Money-Making
Strategies CGW052 04/21/1999 12:42 r f bc-MO-WorldPagesWebYP Worldpages/Web
YP, Inc. Announces Alliance With Microsoft CGW061 04/21/1999 12:42 r f
bc-IL-Monsanto-Celebrex (SKOKIE) Searle Response to Wall Street Journal
Story Regarding Celebrex

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COUNTRY NAMES/CODES: United States of America (US)

REGIONS: Americas; North America; Pacific Rim

PROVINCE/STATE: Illinois

SIC CODES/DESCRIPTIONS: 6200 (Security & Commodity Brokers)

... 22 r f bc-KS-Pizza-Hut-Book-It (WICHITA) Book It!(R) Program
Announces **Winners** in the Millennium Sweepstakes for Teachers
MICHIGAN HSW061 04/21/1999 03:48 r n bc-MI-Lotto-numbers (LANSING)
'The Big Game' **Winning** Numbers For The Tuesday, April 20, 1999 Drawing
DEW005 04/21/1999 06:01 r...

...10:10 r v bc-MI-Buick-Open-event Buick to Announce 1998 Buick Open
Charity Donations DEW009 04/21/1999 10:23 r f bc-MI-Franklin-Bank-earn
(SOUTHFIELD) Franklin...

...on April 24 DEW033 04/21/1999 15:54 r n bc-MI-Science-Fair- win
(DETROIT) Student Scientists **Win** Top Honors; Michigan Science and
Engineering Fair **Winners** Named ***MINNESOTA*** MNW005 04/21/1999 07:00 r
f bc-MN-Sparta-Yahoo (DELRAY... on School Violence Prevention MNW014
04/21/1999 13:54 r a bc-MN-Student- **Pledge** -Gun (NORTHFIELD) Tragedy in
Denver Underscores Relevance of Student **Pledge** Against Gun Violence
MNW025 04/21/1999 14:04 r v bc-MN-YWCA-Concert...

11/9,K/5 (Item 1 from file: 610)

DIALOG(R)File 610:Business Wire

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00248758 20000404095B9014 (THIS IS THE FULLTEXT)

**Governor's Office of the Secretary for Education Launches Statewide Tour to
Promote Reading**

Business Wire

Tuesday, April 4, 2000 15:21 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,090

TEXT:

LOS ANGELES, Apr 4, 2000 (BUSINESS WIRE) - READ California is kicking off the latest phase of its campaign -- the Readapalooza tour -- today to encourage kids statewide to read more. Traveling throughout California, the tour will run from April 4-May 2, beginning in Thousand Oaks at Lang Ranch Elementary School and culminating in Sacramento with a special performance on the east steps of the Capitol.

Visiting schools, community centers and retail locations throughout California, the Readapalooza tour features a live stage performance, computer kiosks and book exchanges to encourage kids to read. Tour stops include elementary schools of the California Page Flippers (READ California's kids advisory council), Boys & Girls Clubs, Barnes & Noble stores, the Latino Book Festival, the UCLA Festival of Books and other locations throughout California (see performance schedule).

"The Readapalooza tour is a fun-filled way for us to continue our efforts to encourage children to read on a daily basis," said Susan K. Burr, Interim Secretary for Education. "We want everyone to realize that reading is not only educational, it's fun!"

The 20-minute vaudeville-like show features the talents of two characters, The Amazing Professor Umlaut and his sidekick Ampersand -- reading advocates whose primary goal in life is to encourage kids to read. The interactive performance incorporates **games** such as "Who Wants to **Win** a Million Words?," a modernized version of Mad Libs, and Ampersand's great escape from a "book jacket" and "Death Defying Bowling Ball Juggle." The event also will feature pavilion tents that house a READ California information area, a book exchange/drop-off and READ California's "I **Pledge** to Read" oversized book for kids of all ages to sign.

In advance of the Readapalooza tour visit, each of the 15 California Page Flippers are promoting and executing book drives in their local communities as a grass-roots effort to raise reading awareness. Each member is responsible for advertising and gaining community support for these book drives as well as securing sites for book collections, such as their school, local library and neighborhood grocery store. The last day of each book drive will coincide with the arrival of the Readapalooza tour at each Page Flipper's school, where the collected books will be **donated** to a local **charity** of the Page Flipper's choice. The selected **charities** include the Los Angeles Ronald McDonald House, Healdsburg Boy's & Girl's Club, San Jose Family Shelter, Shriner's Hospital and many others.

Heroes in Education

On Sunday, March 26, the California Page Flippers came to Los Angeles for their second group meeting and unveiled the Readapalooza backdrop and tour schedule at the Glendale Hilton.

Earlier that day, the California Page Flippers also made their television debut on the California Lottery's "Big Spin(R) 2000" show at KCET Studios in Los Angeles. Through the new "Heroes in Education" award program, the California Lottery recognized the California Page Flippers as "unsung heroes" who have gone above and beyond the call of duty to volunteer their efforts to help California's schools. Celebrity John Daley, who plays Sam Weir on NBC's comedy "Freaks and Geeks," presented the award. The show will air on Saturday, April 8.

Background

The READ California campaign is administered by the Governor's Office of the Secretary for Education. The campaign is designed to encourage children and their parents to make reading a top priority early in life and to involve all Californians in the critical task of ensuring that children read every day. The READ California program also incorporates a statewide advertising and outreach campaign, a Web site and a special program targeting new parents.

READ California is a result of legislation proposed by Governor Gray Davis and enacted by the State Legislature in the 1999 Special Legislative Session

on Education. The bill, AB2X, encourages all Californians -- parents, neighbors, businesses, and organizations -- to do their part to promote reading.

Corporate sponsors have been identified throughout the year to expand the reach and impact of the campaign, helping ensure the program's success.

Scholastic Inc. donated thousands of books for the launch of the program.

Other READ California sponsors include America Online, Barnes & Noble, Chevron, Hilton Hotels Corporation (Glendale Hilton, Long Beach Hilton, Pasadena Hilton and LAX Hilton), Hewlett-Packard, Laidlaw Education Services, Laurel Inn Motel, Pacific Gas & Electric Corporation, Pacific Bell,

Scholastic, Inc., State Farm Insurance Company, The California Lottery, Viking Freight Lines and Woolley's Petite Suites.

READ California was launched last October during simultaneous rallies at five

elementary schools located throughout the state where thousands of children pledged to read more.

Readapalooza Tour

DATE	LOCATION	CITY
1. April 4, 2000	Lang Ranch Elementary	Thousand Oaks
2.	Ronald McDonald House	Los Angeles
3. April 5, 2000	Boys & Girls Club	Venice
4. April 6, 2000	Cloverly Elementary	Temple City
	SAY YES! Center for Youth Development	Los Angeles
5. April 7, 2000	Glen Mead Elementary	Chino Hills
	Barnes & Noble	Rancho Cucamonga
6. April 8, 2000	Ontario Mills Mall	Ontario
7. April 9, 2000	TBD	TBD
8. April 10, 2000	Golden Elementary	Placentia

	Barnes & Noble	Long Beach
9. April 11, 2000	Diamond Elementary	Santa Ana
10.	Boys & Girls Club	Imperial Beach
11. April 12, 2000	Ocean Knoll Elementary	Vista
	Boys & Girls Club	Vista
12. April 13, 2000	Flora Vista Elementary	Encinitas
	TBD	TBD
13. April 14, 2000	Harborside Accelerated Elementary	Chula Vista
	Kids at Heart	San Diego
14. April 15, 2000	Latino Book Festival	Del Mar
15. April 17, 2000	Our Lady of Mercy	Merced
	TBD	TBD
16. April 18, 2000	Northwood Elementary	San Jose
	Barnes & Noble	San Jose
17. April 19, 2000	Sheldon Elementary	El Sobrante
18.	Napa County-City Library	Napa
19. April 20, 2000	Foss Creek Elementary	Healdsburg
	Boys & Girls Club	Healdsburg
20. April 21, 2000	Andros Karperos Middle School	Yuba City
21.	Elder Creek Elementary	Sacramento
22. April 22, 2000	Barnes & Noble	Greenbrae
23.	Oakland Library	Oakland
24. April 24, 2000	TBD	TBD
25. April 25, 2000	Arcohe Union Elementary	Wilton
26.	St. Mary's Transitional Learning Center	Stockton
27. April 26, 2000	Kings River Union Elementary	Kingsburg
28.	Barnes & Noble	Fresno
April 27, 2000	Powers-Ginsburg Elementary	Fresno
	Gibson Elementary	Fresno
29. April 28, 2000	McKinley Elementary	Santa Barbara
30. April 29-30, 2000	L.A. Times Festival of Books	Los Angeles
31. May 2, 2000	Shriner's Hospital	Sacramento
TBD	Capitol Steps	Sacramento

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KEYWORD: CALIFORNIA
 INDUSTRY KEYWORD: GOVERNMENT
 EDUCATION
 RETAIL

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COMPANY NAMES: pg&e corp.; hilton hotels corp.; chevron corp.; america
 online, inc.; barnes & noble, inc.; GOVERNOR; OFFICE OF; BARNES AND NOBLE
 INC; FLIPPERS; SCHOLASTIC INC; SCHOLASTIC CORP; AMERICA ONLINE INC;

PACIFIC GAS AND ELECTRIC CO; WALLSTEN RICHARD INSURANCE; LEARNING CENTER
GEOGRAPHIC NAMES: CALIFORNIA; USA; AMERICAS; NORTH AMERICA
INDUSTRY NAMES: ADVERTISING AND PROMOTION; EDUCATIONAL; LEGISLATION;
LEISURE; MARKETING; INSTITUTIONS; SOCIAL ISSUES; GOVERNMENT
EVENT NAMES: ADVERTISING AND PROMOTION; GOVERNMENT; SOCIAL ISSUES

...whose primary goal in life is to encourage kids to read. The interactive performance incorporates **games** such as "Who Wants to **Win** a Million Words?," a modernized version of Mad Libs, and Ampersand's great escape from...

...a READ California information area, a book exchange/drop-off and READ California's "I **Pledge** to Read" oversized book for kids of all ages to sign.
In advance of the...

...the Readapalooza tour at each Page Flipper's school, where the collected books will be **donated** to a local **charity** of the Page Flipper's choice. The selected **charities** include the Los Angeles Ronald McDonald House, Healdsburg Boy's & Girl's Club, San Jose...
?

t s17/6,k/1-51

17/6,K/1 (Item 1 from file: 15)

DIALOG(R)File 15:(c) 2006 ProQuest Info&Learning. All rts. reserv.

01959314 46730848

****USE FORMAT 7 OR 9 FOR FULL TEXT****

SPCA shortlist

Nov 11, 1999 LENGTH: 2 Pages

WORD COUNT: 1881

...TEXT: standard for marathon appeals.

"A few years later, Clarke Hooper successfully challenged conventional thinking on **chance** promotions to create Heinz " **Win** a car a day", the first major onpack **prize** draw. A whole new category of **prize** draws and instant **wins** flowed from this innovation. Clarke Hooper was a pioneer in cause-related marketing 20 years...Heinz which gave the agency the opportunity to mount a series of mould-breaking onpack **charity** promotions, which had consumers sending in hundreds of millions of labels to raise funds for...

...Home and many other causes. The agency's founders, John Hooper and Barry Clarke, have **given** extensive service to the industry and been decorated for their public service work - Hooper with...

17/6,K/2 (Item 2 from file: 15)

DIALOG(R)File 15:(c) 2006 ProQuest Info&Learning. All rts. reserv.

01758714 04-09705

****USE FORMAT 7 OR 9 FOR FULL TEXT****

Charity begins at these homes

Jan 1999 LENGTH: 1 Pages

WORD COUNT: 287

TEXT: For East West Partners, commemorating its silver anniversary was a **chance** to **give** away \$50,000 in a raffle. By splitting the money between a customer and a **charity**, the Midlothian, Va., builder hoped to lure prospects and engender the community's goodwill. By the time the builder drew the names of the **winning** individual and **charity**, more than 5,000 people had toured the models at East West's master planned community, Hampton Park.

East West determined which **charities** to include in the drawing by advertising for people to vote-in person at River Bend-for their favorite. The **charity** that ultimately received the most votes would **win** the \$25,000 **prize**.

Local charities, in turn, championed the promotion by announcing the contest to their supporters and...

17/6,K/3 (Item 3 from file: 15)

DIALOG(R)File 15:(c) 2006 ProQuest Info&Learning. All rts. reserv.

01122892 97-72286

****USE FORMAT 7 OR 9 FOR FULL TEXT****

Winning streak

Nov 3, 1995 LENGTH: 4 Pages

WORD COUNT: 1358

...TEXT: consumers.

If you're buying furniture, go to Courts and you can enter a Llm **prize** draw. If you are buying Superdrug own-label products, pick up a free Beauty Spots scratchcard and **win** a holiday to an exotic location. Even **giving** to **charity** is now a **game** of **chance**, with the British Legion offering a L100,000 cash **win** for its Poppy Day appeal.

The National Lottery has changed the face of retailing and...

17/6,K/4 (Item 4 from file: 15)

DIALOG(R)File 15:(c) 2006 ProQuest Info&Learning. All rts. reserv.

00799505 94-48897

****USE FORMAT 7 OR 9 FOR FULL TEXT******Springfield Remanufacturing bought the company and learned to play the game of open-book management**

Winter 1993/1994 LENGTH: 13 Pages

WORD COUNT: 5277

...TEXT: held fishing tournaments and baseball tournaments. A local radio station decided to raise money for **charity** by sponsoring a frozen carp-throwing contest. Contestants would be **given** frozen fish to throw as far as they could. So we entered, and sure enough, someone from our plant won! We never turned down a **chance** to compete. We took part in relay races against other companies. We had a major...

...were real big on hats, caps, and jackets. We created events in which they could **win** these things--housekeeping **games**, attendance **games**. We had attendance award dinners. If you had perfect attendance for a certain period of time, we would **give** you a plaque to take home, and we'd take you and your family out...

17/6,K/5 (Item 1 from file: 16)

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07703069 Supplier Number: 64192846 (USE FORMAT 7 FOR FULLTEXT)

Uproar and CharityCounts.com to Launch First Online Trivia Games for Charity.

August 15, 2000

Word Count: 497

... com Co-Branded Trivia Blitz Games to
Drive Weekly Cash Donation Drawings

Proving that Internet **games** are anything but trivial, Uproar Inc., (Nasdaq/EASDAQ: UPRO), producer of uproar.com, a leading online entertainment destination and **CharityCounts**.com, plan this fall to launch the first permanent online trivia **game** dedicated to raising money for **charities**. At www. **charitycounts**.com, those looking to **donate** and have fun at the same time will be able to play Uproar's Trivia Blitz **games** for a **chance** to **win** \$225 on behalf of a variety of **charities** each week.

"We are pleased to tap the power of both the Internet and our...

...Chris Hassett, President and Chief Operating Officer for Uproar.

Starting this fall, visitors to [www. charitycounts .com](http://www.charitycounts.com) who play Uproar Trivia Blitz **games** -- covering sports, entertainment and a host of trivia categories -- and acquire 1,500 PrizePoints, Uproar's online incentive currency, will be automatically entered into a weekly drawing to win \$225 on behalf of the **charity** specified on the **game** page chosen. At the end of each week a **winner** will be chosen and \$225 will be **donated** in that **winner** 's name to the 1charity . People may play as many times as they wish.

"We are excited to partner with...

...organizations throughout the United States Visitors to the site can read in-depth original content, **donate** to organizations of their choice, participate in **charity** auctions and interact with other interested parties. Consumers have the opportunity to shop at popular...

17/6,K/6 (Item 2 from file: 16)

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07633303 Supplier Number: 63664302 (USE FORMAT 7 FOR FULLTEXT)
Boomers Still on Top of Their Game Just For Men(R) Haircolor Survey Reveals.

July 25, 2000

Word Count: 1258

... his gray hair as he is about Just For Men Haircolor's "Top of Your **Game** " contest, which benefits St. Jude Children's Research Hospital. Theismann colored his gray hair for...

...and other catastrophic illnesses. Men can join Theismann to help St. Jude and get a **chance** to **win** an all-expense-paid trip for two to Jamaica by entering the "Top of Your **Game** " contest. Now through October 31, 2000, Just For Men Haircolor will **donate** \$1 to **charity** for every man who enters the contest.

The contest is open to all men over...

17/6,K/7 (Item 3 from file: 16)

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06989911 Supplier Number: 59122474 (USE FORMAT 7 FOR FULLTEXT)
Delta Air Lines Expands SkyWish Giving Opportunities.

Feb 1, 2000

Word Count: 688

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

Adds ' **Charity** of the Quarter' for SkyMiles **Donations**

... PRNewswire/ -- Delta's SkyMiles program will celebrate the fifth anniversary of SkyWish by launching the " **Charity** of the Quarter" miles **donation** program. The program features The American Red Cross as the first " **Charity** of the Quarter."

SkyWish enables members of the SkyMiles program to **donate** miles to their choice of five core charities, including CARE, Make-A-Wish Foundation of...

...Foundation International(R), The United Way of America, United Way International and now a rotating **charity** that will change every quarter. SkyMiles **donations** designated for The American Red Cross will be accepted from now until March 31, 2000...
...the international impact of our SkyMiles members and their humanitarian efforts."

All SkyMiles members who **donate** miles to the American Red Cross from January through March will be eligible to **win** a family vacation package called the "Fox Kids On-Location Vacation." Provided by Fox Kids, as a part of Fox's support for the American Red Cross, this special "**Charity** of the Quarter" package will include a **chance** to meet the Power Rangers and view a taping of the show; a tour of...

...become "animated"; certificates to a 20th Century Fox movie premiere and tickets to a Dodgers **game** *. Airfare, hotel accommodations and car rental are also included.

A volunteer-led, humanitarian service organization...

...people around the world with the care and comfort they need."

Although other airlines offer **charitable** miles **donation** opportunities, Delta's SkyWish is the only program with this unique, rotating element, aimed at broadening the impact of SkyMiles and its members' philanthropy. Members may **donate** any amount of miles above a 5,000-mile minimum. Delta boosts each **donation** by adding 1,000 miles for every 5,000 miles **donated** . To **donate** miles: Members should submit in writing the amount of mileage they wish to **give** and to which **charity** ; include their SkyMiles account number; and send via fax to 404-773-1945 or via...

...Inc., Dept. 745, SkyMiles Service Center, P.O. Box 20532, Atlanta, GA, 30320-2532. SkyWish **donations** are not tax deductible for Delta Air Lines or SkyMiles members. Delta SkyMiles members earn...

17/6,K/8 (Item 4 from file: 16)

DIALOG(R)File 16:(c) 2006 The Gale Group. All rts. reserv.

06989093 Supplier Number: 59113651 (USE FORMAT 7 FOR FULLTEXT)

Golf Fans Invited to Join in Bank of America Charity Cup Challenge.

Feb 1, 2000

Word Count: 802

... Clark, encourages everyone who follows the PGA TOUR to participate in the Bank of America **Charity** Cup Challenge, whether they have a textbook swing path or they appreciate the **game** from the comfort of their living room. "It's all about serving the needs of our communities through the love of the **game** ," said Clark. "The Bank of America **Charity** Cup Challenge not only supports our corporate **giving** efforts in the communities in which we do business, it also lets others earn a **chance** to **win** money for their favorite **charity** -- while having some fun in the process."

Consumers may participate in the Bank of America...

...three segments and Bank of America will award each segment winner with a \$10,000 **donation** to his/her local **charity** , as well as other prizes. The overall winner at the end of the season will also receive a \$30,000 **donation** to his/her local **charity** and a trip to the 2001 Mercedes Championships in Hawaii. In addition, each week the consumers who select

the winning player during any **given** week will be entered into a drawing for two (2) tickets to a PGA TOUR...

...25,000 bonus charity payment.

"We are very excited about the new Bank of America **Charity** Cup Challenge," said Tom Wade, senior vice president, business development and corporate marketing, PGA TOUR. "The format of picking one player weekly, and a **given** player once a year, will introduce an element of strategy to the tournament contest. The new **Charity** Cup Challenge for consumers will offer PGA TOUR fans the chance to participate in a...

...We very much appreciate the Bank of America commitment to providing \$1.2 million in **charitable donations** for the tournament and consumer **Charity** Cup together."

Bank of America recently ranked as Worth magazine's "top corporate **giver**" in a survey of the 500 largest publicly held corporations in America by the Council...

...Economic Priorities. The ranking was based on the total dollar value of the company's **charitable giving** through its foundation in 1998, which totaled \$92 million.

Bank of America, with \$633 billion...

17/6,K/9 (Item 5 from file: 16)

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06231781 Supplier Number: 54264291 (USE FORMAT 7 FOR FULLTEXT)
Stars Set to Rev Their Engines at Kmart Kids Race Against Drugs in Los Angeles.

March 31, 1999

Word Count: 608

... Institutes of Health, Department of Health and Human Services in 1992.

Kmart will also present **donations** to Kmart Kids Race Against Drugs **charity** partners Mothers Against Drug Driving (MADD), Drug Abuse Resistance Education (D.A.R.E), Race...

...at stores in Apple Valley, Barstow, Riverside and Temecula.

For each child who races, Kmart **donates** \$5 to a local drug and alcohol prevention **charity**. Entrants compete in three age groups in boys' or girls' divisions to **win** scholarships and other prizes, along with the **chance** to compete in the National Championships in Orlando, Florida in January 2000. National grand- **prize winners** in each age group receive a \$10,000 college scholarship annuity, which matures on their...

17/6,K/10 (Item 6 from file: 16)

DIALOG(R)File 16:(c) 2006 The Gale Group. All rts. reserv.

06055332 Supplier Number: 54141406 (USE FORMAT 7 FOR FULLTEXT)
100 years of Promotion.

August, 1998

Word Count: 4472

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...costly ingredients. Gender equality touched the contest in 1996, when a man won the grand **prize** for the first time. In one sense, promotion tactics are old ideas that adapt to...

...is monotonous, people are addicted to excitement. And what is more exciting in life than **winning**, in coming out ahead, of being surprised by a gift of undeserved luck? Just as a hundred years ago, people thrilled to **win** a **prize** or leapt at the **chance** to get something for free, people feel the same feelings of joy today. Instances of triumph **give** life its zest and savor, moments that it might otherwise lack. Though the onset of ...traveled throughout the country 100 years before Oscar Meyer's Weinermobile. Adolphus Busch advanced the **giveaway** concept with the trade in 1896 when his company distributed 15,000 prints of a...
...and wound up riding one of the most storied losers in military history to big **wins** in expanding Western markets. The print was reissued 19 times during the next eight decades...

...shoe company borrowed the name of a comic strip character and changed the shoe-selling **game** forever. Buster Brown wasn't your run-of-the-mill comic strip. It was one...finalists were strung across the back of the bar. There were promo displays in the **windows** and ballot boxes on the counter." Rheingold girls would be chosen annually for 25 years until 1963. (Grace Kelly and Tippi Hedren were among the also-rans.) By the '60s, **winners** were being paid \$50,000 a year, but they earned it. "It was the nearest form of legal slavery there was. The **winner** had no life of her own," says Liebman. Consumers turned out to vote by the...

...more than consumers could buy in the go-go, post-war economy. "The concept of **giving** away a free stand to put your TV on was a breakthrough," says Robinson. "Much...its fall shows in nationwide "sampling." One in 20 American households played a watch-and- **win game** in which numbers shown during CBS programming could be matched with numbers delivered via 72...pack offer or a price-driven end-aisle display. Should you license, or support a **charity** event? Retailers know what works, but the brands are catching up," says Bob Petisi, president...
...and erect displays. Local marketing had been around for a while. Regional sales managers were **given** money to throw around. Take the vice president of sales at Acme to a ball **game** and you might sell in more scouring pads. But powerful mass merchants were less satisfied...

...form or another have enabled phonecards and loyalty cards. The Coke Master Card ATM offer **gives** consumers the cash they want the way they are accustomed to get it. The Internet...

17/6,K/11 (Item 7 from file: 16)
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03998102 Supplier Number: 45806537
Teletext in scratchcard game link-up
Sept 22, 1995

ABSTRACT:

UK **Charity** Lotteries is set to launch a new scratchcard, Two Ways To **Win**, in November, which links with Teletext to offer prizes. The cards will **give** an instant **win** or the **chance** of a **prize** or further entry into **prize** draws through Teletex. Teletex is an online text information service provided by the ITV and...

17/6,K/12 (Item 1 from file: 148)

DIALOG(R)File 148:(c)2006 The Gale Group. All rts. reserv.

09363791 SUPPLIER NUMBER: 19224315 (USE FORMAT 7 OR 9 FOR FULL TEXT)

When contests become a legal gamble.

Feb, 1997

WORD COUNT: 795 LINE COUNT: 00063

... show floor rather than skipping off to the beach at meeting's end? Offer a **chance** to **win** a **prize** just for being there!...How can you do something good for your community in conjunction with your meeting? Sell raffles for some **donated** gifts, and **give** the proceeds to **charity**.

Both are great ideas - and increasingly popular in the meetings business. But these contests, while...

17/6,K/13 (Item 2 from file: 148)

DIALOG(R)File 148:(c)2006 The Gale Group. All rts. reserv.

05433742 SUPPLIER NUMBER: 11099138 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Sweepstakes - a benefit for whom? Properly handled, sweepstakes can benefit charities. But caution is the watchword to avoid a misstep. (Marketing)

August, 1991

WORD COUNT: 2582 LINE COUNT: 00206

... are believed to have responded to letters from Watson and Hughey announcing that they were **winners** in a \$5,000 cash sweepstakes, and instructing them to claim **prize** money by returning a release form with a \$7.00 **donation**. "What they didn't know was that there was no \$5,000 **prize** and everybody got the same letter," said Illinois Attorney General Neil Hartigan, who joined forces...

...programs for which funds are requested-and for clear specifications that participants have an equal **chance** of **winning** a **prize**, whether or not they **donate**. He further cautions prospective donors to be wary of overly emotional appeals that do not specifically identify what the **charity** will do to address the problems it describes so well.

These are valuable guidelines in...In order to participate in this campaign, a person is asked to either make a **contribution** to the **charity**, or to send the **charity** a blank check with the word void" written across it. Many inquirers to PAS have...

17/6,K/14 (Item 1 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

14486355

Wembley goal gets Blues new boy off to flying start

August 14, 2000

WORD COUNT: 704

... Chelsea boss Gianluca Vialli has declared that Jimmy Floyd Hasselbaink's immediate impact in the **Charity** Shield should **give** him the belief that he can score more than 20 times this season. Hasselbaink took...

...a further 10 goals in cups last season. And Vialli said after the 2-0 **win** over Manchester United at Wembley: 'That was the first time for Jimbo at Wembley and he took his **chance** to get his name in the (record) books. 'When you are a striker and you...

... goals, the confidence between yourself and your team-mates increases because they know they can **give** you the ball as often as they can and sooner or later, you will score...

... well as an extra aerial threat through Stanic and Gustavo Poyet. They clearly deserved their **win** against United, being solid at the back and threatening to score on several occasions. However, while Vialli knows that the **win** against United, with Melchiot adding the second goal after Roy Keane had been sent off, will **give** his team 'self-belief', he does not want them to get too carried away. 'We...

...that the season starts officially next Saturday.' Sir Alex Ferguson had no complaints about defeat, **given** that they were too 'sluggish' early on and too 'nice' overall in his view, but he believes that they will have benefited from the work-out. **Given** that they lost the title after **winning** the 1997 **Charity** Shield against Chelsea, yet clinched the Premiership after defeats in the last two pre-season...

... little need for United to worry too much just yet. 'That was the type of **game** we were looking for in terms of producing the sharpness that we usually have,' said...

...to look at the broader picture. For some of them it was only their third **game** and players like Andy Cole need **games**. 'The last thing I wanted to do was to bring on Jaap Stam as a...

... be a shock if anyone broke into that top five from last season, especially to **win** the title,' he said. 'Chelsea, Arsenal, Liverpool and Leeds are clubs with traditions. They have...

17/6,K/15 (Item 2 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

14448656

Grangetown feel the Pain

December 29, 2000

WORD COUNT: 2895

... League CARGO Fleet kept the pressure on leaders Acklam Steelworks with a 3-0 home **win** over Grangetown Boys Club, taking the lead against the champions when John Patterson put George...

... similar scoreline. Bedale Athletic stretched their unbeaten run to six matches with a 4-3 **win** at Carlin How who fell behind after only 20 second, Russell Edwards on target. Carlin...

...2 and a minute later Taite struck again with his 14th of the season to **give** Bedale a 4-2 lead. With six minutes remaining Draper struck with his hat-trick...

... for Carlin How since joining from Whitby Town Reserves, for whom he scored 11 goals, **giving** him to 17 for the season and the leading league

scorer. Fishburn Park followed up their 4-0 **win** over New Marske with a 6-0 home success over visitors Stokesley Sports Club. After...
... in the 70th minute. Five minute from the end Found struck his second of the **game** Guisborough Town Reserves fell to their third consecutive defeat, beaten 4-1 at home to...

... spree against luckless BEADS, running up their highest score of the season, a 10-1 **win** . Earlier in the season BEADS lost by a record score of 19-1 to Cargo...

... Club gained revenge for an early season 4-0 defeat by visitors Whitby Town Reserves, **winning** 3-1. Paul Richter gave the home side the lead after seven minute when a...

... it back to 2-1. But with five minutes remaining Chris Young sealed the revenge **win** with cracking 20 yarder. Thornaby completed the double over basement club Mackinlay Park with a 3-0 **win** in a rather one-side match which saw the woodwork deny the home side throughout...

...0. The meeting of Thornaby YC and Nunthorpe Athletic usually results in a tight and hard **game** . The Youth Club, failed in their revenge bid after a 3-0 defeat early in...

... the lead on the stroke of half time when Andy Southern headed home a right **wing** cross. On the hour Neil Holdsworth bundled the ball home for an equaliser. The match...

... 1 lead and ten minutes later Pinkney increased the lead with his second of the **game** and 12th of the season. The Youth Club tried to get back into the match the points with his third goal in consecutive **games** to seal **win** which keeps third-placed Nunthorpe on the trail of the two teams above them, with **games** in hand. Wolviston Reserves have had a poor start to their first season in the...

...have reached the last eight of the Durham County Trophy after a 4-3 away **win** over Spennymoor Quinns Inn. Steve Baker gave Wolviston the lead from the penalty spot after...

...side ran in four goals without reply in the first half and finished 5-2 **winners** . James Wilson put Staithes in front after ten minutes when his persistence down the right paid off and he slotted the ball home. Lee Gibson had a gilt-edged **chance** when goalkeeper Paul Chisman missed his kick but Gibson volleyed wide as Staithes enjoyed most...

... failed to match the first as Staithes protected their advantage but Gibson had an early **chance** and then Ward's shot was well saved by Chisman. Boosbeck pulled a goal back...

...fed Darcy who rounded Sanderson to shoot home. Great Ayton enjoyed a 4-0 home **win** over Loftus Athletic. Richard Hore gave the home side the lead when his right cross...

...came the way of the home team. Ian Wagner scored two first-half goals to **give** home side Huntsman a sound start against Hinderwell, paving the way for a 6-0...

... Robinson got his second in a goalmouth scramble before 15-year-old Lee Robinson was **given** his debut and scored with a 25-yard shot in the

closing minutes. Billy Catermole scored in the first minute and again on the half hour to **give** Lingdale a 2-0 home **win** over Brotton. Loftus YC defeated visitors Anchor by a similar scoreline. David Howse put the...

... of the points with a second-half goal in the second half. In an entertaining **game**, Goldsborough just hung on to take all three points with a 2-1 away **win** over Redcar Mackinlay Park. Stuart Marsey put the visitors in front when the home defence... Auckland and District League Shildon Railway consolidated second place with a hard-earned 2-1 **win** over DSRM. Following a goalless first half, Will Swinburn opened the scoring for Shildon, but...

...out by Jonathan Coates. Just when a draw seemed likely, Stewart Blackett scored the Railway **winner** in injury time. In the only other league **game**, Witton Park beat Middleton Wanderers 2-0 with a goal in each half from Anthony...

... Black and Decker were well beaten by Winlaton Hallgarth, losing 4-0. In the Auckland **Charity** Cup, Darlington RA beat Roddymoor 2-1, all the goals coming in the first half...

... replying for Roddymoor. Ashley Air Products Over-40s League The postponed Billingham Wanderers-Sedgefield United **game** is to be played tomorrow at 10.30am at Norton and Stockton Ancients FC. The...

... Farley gave them a cushion of a two-goal lead following good work down the **wing** from Gibson. Sean Beatsom reduced the arrears following a good build up by Coke Ovens...

...kick from Anthony Gregory with five minutes remaining raised Coke Ovens' hopes of taking the **game** to extra time but Dormans held out to book their place in the next round. In the league, Middlesbrough Post Office lifted themselves up the table with a 7-0 **win** over Lingdale FC. Lee Thompson pounced on a long through ball for the Post Office...

... went in off a defender. In the second half, Thompson scored his second of the **game** with Stewart Rose (2), John Lavender and Darren Bartcliff also finding the net. In the...

17/6,K/16 (Item 3 from file: 20)

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13158552 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Alberta charities and local hockey score with Molson's "I AM Keeping the Flames Alive" campaign

October 05, 2000

WORD COUNT: 688

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... heat up" when the Calgary Flames take to the ice this season as Molson is **donating** 119 pairs of season tickets to local **charities** /community groups and hockey fans. For each home **game** during the regular season, fans that might not otherwise get the **chance** to attend a Flames **game** will be the guest of Canada's leading brewer, creating a **winning** situation for the team, the fans and the city.

Through Molson Canadian's "I AM...

... to raise \$258,961. For every 12 Molson Canadian sold in the Calgary area, Molson **donated** one dollar to the Flames' season ticket drive. Molson used that money to purchase a total of 119 pairs of season tickets for the 2000-01 hockey season and **donated** those tickets to **charitable** organizations, recreational hockey groups, various associations and die-hard hockey fans in the community.

"We...

...through media and on-premise promotions.

The remaining 15 pairs of season tickets will be **donated** to the Flames Foundation, which helps build better communities through teamwork. The Calgary Flames family...

...staff, alumni, players and partners, has formed an alliance - the Flames Foundation - for all their **charitable** endeavours. In the Flames' 24-year history, the organization has **donated** more than \$17.4 million to various charities in Calgary and Southern Alberta.

All recipients...

17/6,K/17 (Item 4 from file: 20)

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11897698

PR Newswire Sports Summary for Tuesday, July 11, through 6:00 p.m.

July 11, 2000

WORD COUNT: 691

...NBCOlympics.com PHTU008 07/11/2000 09:56 r n bc-CO-SRI-All-Star-winnr (PITTSBURGH) Steel Recycling Institute Picks One Entry for All-Star **Game** ; Recycling Pays Off for Littleton, CO Man CGTU013 07/11/2000 10:01 r s...

...10:06 r f bc-CO-Saab-Cars-USA (COLORADO SPRINGS) Saab's Per Eklund **Wins** Open Class of 78th Annual Adepheia Pikes Peak International Hill Climb PHTU015 07/11/2000 10:30 r f bc-GA-Merck-Propecia (ATLANTA) Atlanta Baseball Pro Walt Weiss **Wins** Hair Growth Challenge; Pro Baseball Players Tip Their Caps to Reveal the **Winner** Of The **Charity** Challenge NETU033 07/11/2000 10:48 r s bc-MA-DiscJockey-boxing (SALEM) DiscJockey...

...Trials NYTU135 07/11/2000 13:52 r v bc-Boys-Club-Nabisco The Sportz **Giving** Kids a Sporting **Chance** Program Ends an Exciting First Quarter DETU029 07/11/2000 14:20 r v bc...

...Firecats Hit the Florida Scene NYTU153 07/11/2000 16:35 r f bc-NC- **Games** -Tech-Hasbro (CLAYTON) Hasbro **Games** Presents Letter of Intent for Rules of the **Game** (R) Property NYTU156 07/11/2000 16:35 r s bc-NY-AskCoachMike.com (NEW...

...at Kentucky Speedway LATU120 07/11/2000 18:00 r s bc-GA-Baseball.TV- **Game** (ATLANTA) Baseball.TV to Webcast First, Live **Game** Charting Of Tonight's All-Star **Game** 2000, 8:35 p.m., ET LATU122 07/11/2000 18:22 r n bc...

17/6,K/18 (Item 5 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

11895697

PR Newswire Sports Summary for Tuesday, July 11, through 2:00 p.m.

July 11, 2000

WORD COUNT: 464

...NBCOlympics.com PHTU008 07/11/2000 09:56 r n bc-CO-SRI-All-Star-winnr (PITTSBURGH) Steel Recycling Institute Picks One Entry for All-Star **Game** ; Recycling Pays Off for Littleton, CO Man CGTU013 07/11/2000 10:01 r s...

...10:06 r f bc-CO-Saab-Cars-USA (COLORADO SPRINGS) Saab's Per Eklund **Wins** Open Class of 78th Annual Adepheia Pikes Peak International Hill Climb PHTU015 07/11/2000 10:30 r f bc-GA-Merck-Propecia (ATLANTA) Atlanta Baseball Pro Walt Weiss **Wins** Hair Growth Challenge; Pro Baseball Players Tip Their Caps to Reveal the **Winner** Of The **Charity** Challenge NETU033 07/11/2000 10:48 r s bc-MA-DiscJockey-boxing (SALEM) DiscJockey...

...Trials NYTU135 07/11/2000 13:52 r v bc-Boys-Club-Nabisco The Sportz **Giving** Kids a Sporting **Chance** Program Ends an Exciting First Quarter DETU029 07/11/2000 14:20 r v bc...

17/6,K/19 (Item 6 from file: 20)
DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

11685450 (USE FORMAT 7 OR 9 FOR FULLTEXT)
News from the United Arab Emirates: Parachute shows to mark Aviation Surprises week
June 26, 2000
WORD COUNT: 547

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... about thalassemia and raise funds for sufferers during Food Surprises week.

A fun contest called **Charity** Trees has been set up in four shopping malls which allows people to win prizes in return for a small **donation** and correctly answering a question about thalassemia.

Spokesman Abdullah Al Khamis said, "We decided to...

...to a question on thalassemia.

"If the person gets the question right, they have the **chance** to win a mystery **prize** . We are also **giving** out information leaflets on the disorder to improve the public's general awareness. The idea is just a way of making **charity donations** fun and educational at the same time."

Thalassemia is a genetic condition in which the...

17/6,K/20 (Item 7 from file: 20)
DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

11510898

PR Newswire Sports Summary for Wednesday, June 14, through 6:00 p.m.

June 14, 2000

WORD COUNT: 517

... s bc-MI-JCI-Exec-Neon-race (PLYMOUTH) Johnson Controls Executive Revs Up for Neon **Charity** Challenge During Detroit Grand Prix LAW001A

06/14/2000 09:02 r w bc-DC...

... Agreement with Chartwell DCW036 06/14/2000 10:45 r v
bc-DC-CWLA-Redskins- **Game** Redskins vs. Cowboys (On Basketball Court) to
Benefit the Child Welfare League Of America LAW015...

... 11:57 r f bc-NJ-AmeriSuites-sponsr (FAIRFIELD) AmeriSuites Sponsors Las
Vegas Vacation Contest; **Win Chance** to Attend Las Vegas Motor Speedway
Trans Am Series Race ATW012 06/14/2000 12...

...DCW041 06/14/2000 12:05 r a bc-OR-Going-the-Distance (PORTLAND) Son
Gives Hope to Dad with Multiple Sclerosis on Father's Day MNW017
06/14/2000 12...

... bc-VA-LifeMinders-Olymp (HERNDON) LifeMinders Named Exclusive Internet
Provider of the Sydney 2000 Olympic **Games** Electronic Daily Newsletter
DAW037 06/14/2000 14:41 r n bc-DC-Paralyzed-Veterans...

17/6,K/21 (Item 8 from file: 20)
DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

11507731

PR Newswire Sports Summary for Wednesday, June 14, through 2:00 p.m.
June 14, 2000
WORD COUNT: 478

... s bc-MI-JCI-Exec-Neon-race (PLYMOUTH) Johnson Controls Executive
Revs Up for Neon **Charity** Challenge During Detroit Grand Prix LAW001A
06/14/2000 09:02 r w bc-DC...

... Agreement with Chartwell DCW036 06/14/2000 10:45 r v
bc-DC-CWLA-Redskins- **Game** Redskins vs. Cowboys (On Basketball Court) to
Benefit the Child Welfare League Of America LAW015...

... 11:57 r f bc-NJ-AmeriSuites-sponsr (FAIRFIELD) AmeriSuites Sponsors Las
Vegas Vacation Contest; **Win Chance** to Attend Las Vegas Motor Speedway
Trans Am Series Race ATW012 06/14/2000 12...

...DCW041 06/14/2000 12:05 r a bc-OR-Going-the-Distance (PORTLAND) Son
Gives Hope to Dad with Multiple Sclerosis on Father's Day MNW017
06/14/2000 12...

... bc-VA-LifeMinders-Olymp (HERNDON) LifeMinders Named Exclusive Internet
Provider of the Sydney 2000 Olympic **Games** Electronic Daily Newsletter
DAW037 06/14/2000 14:41 r n bc-DC-Paralyzed-Veterans...

17/6,K/22 (Item 9 from file: 20)
DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

11233923

In Brief
May 27, 2000
WORD COUNT: 578

... 5, with Angela's Ashes, starring Robert Carlyle and Emily Watson.
Michael Caine's Oscar- **winning** performance in Cider House Rules is shown
on June 19, and this will be followed by American Beauty. Later, people
will be able to see Al Pacino in Any **Given** Sunday and Denzil Washington

in The Hurricane. To book telephone (01325) 486555. Show entries The...

... be hired for pounds 5. Contact Jennifer Griffiths on (01325) 312337 to book a table. **Charity** fund More than pounds 300 was recently **donated** to the Darlington Mayor's **charity** fund. About 40 people took part in a sponsored exercise event, including Bill Dixon, who...

... a figurine painting event at Dressers, in Darlington, next Saturday. Those attending can enter a **prize** draw, with the **chance** to win various figurines. Unclaimed prizes Two prizes are yet to be claimed in the Sedgfield Medieval...

17/6,K/23 (Item 10 from file: 20)
DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

10510855 (USE FORMAT 7 OR 9 FOR FULLTEXT)
TELnet Releases Online Charity Sweepstakes Game Launch Plans; Internet Sweepstakes Fundraiser Expects \$400 Million to Non-Profit Charities First Year
April 11, 2000
WORD COUNT: 729

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... players do not wait for a Wednesday or Saturday night drawing to see if they **win** or not, directly tie the **game** proceeds to worthy **charity** causes and make it a sweepstakes based on a proven lottery format?

"That's what we are doing and by our players directing their \$10 **donations** to participating **charities**, all players become instant winners," said Mullins. "There's that enter voice inside each of..."

...unselfishly, helping others by helping a worthy cause is the right thing to do. A **chance** to **win** a million dollars in the process is a great motivator to encourage us to help...

... 100 million within the first 15 weeks of the sweepstakes, depending on the number of **charity** member \$10 **contributions** and when the jackpot is won. Mullins predicts it could rebuild to \$100 million every...

17/6,K/24 (Item 11 from file: 20)
DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

10442230 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Who Wants To Be A Millionaire LIVE At Square One Mall
April 06, 2000
WORD COUNT: 866

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... will kick off Irwin Toy's special Sneak Preview launch of their all-new board **game** version with a **charity game** show, which will be played much like the way it is on TV. Each celebrity will have their **chance** on the 'hot seat' and may turn to the audience (shoppers) as their 'lifeline.' Celebrity contestants will each be **given** 15 questions. Whomever answers the most questions correctly will **win** Irwin Toy's Grand **Prize** of \$5000, to be **donated** to the **charity** of their choice. The

second and third place finishers get \$2,500 each to **donate** to the **charity** of their choice.

Michelle Butterly is playing for The Children's Wish Foundation. Sean O...

17/6,K/25 (Item 12 from file: 20)
DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

10230286

Richmond grab pizza the action in
March 24, 2000
WORD COUNT: 1523

... in the last eight. Budding mathematicians would have recognised an inverted arithmetical progression in their **winning** sequence, seven goals in the first **game**, six in the second, down to three in the fifth. Hockey, said Audrey Pledge - the...

... officialdom chicken and egg-like about lack of demand. "We tell them that if they **give** us the facilities we'll deliver," said the head. "Just look at the hockey." The...

... seen that," she says. Time crawls, more clock watching than A-level physiognomy. Should they **win**, we suggest to Pam Cross, she should call for a half day in the way...of our old friend John Dawson, the Hartlepool postman. Last night he watched his 212th **game** of the season, eyes cautiously his all-time record 277. Hartlepool John's football season...

... in mid-June, two weeks before the next one officially begins. "There's just a **chance**" he concedes, "that I'll beat it." Forever trying to keep up with the pacers...

...the North Hotel in Durham and at Fir Tree, near Crook, and plan a major **charity** event at Sedgefield racecourse on July 26. The attraction, said Association chairman Brian Smith from...

... they're the brakes, it's exhilarating," said the chairman. "It's like having the **wind** in your face on a motor bike, except that the horse can think. Once you...

... called Backtrack - "beware of imitators" he says - today seeks the identity of the only Nobel **Prize winner** to have played first class cricket. A **prize** every time? Back Tuesday.

17/6,K/26 (Item 13 from file: 20)
DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

09402672 (USE FORMAT 7 OR 9 FOR FULLTEXT)

DELTA AIR LINES: Delta Air Lines expands SkyWish giving opportunities;
Adds 'Charity of the Quarter' for SkyMiles donations
February 02, 2000
WORD COUNT: 714

(USE FORMAT 7 OR 9 FOR FULLTEXT)
DELTA AIR LINES: Delta Air Lines expands SkyWish giving opportunities;

Adds ' Charity of the Quarter' for SkyMiles donations

... ATLANTA -- Delta's SkyMiles program will celebrate the fifth anniversary of SkyWish by launching the "**Charity of the Quarter**" miles **donation** program. The program features The American Red Cross as the first "**Charity of the Quarter**."

SkyWish enables members of the SkyMiles program to **donate** miles to their choice of five core charities, including CARE, Make-A-Wish Foundation of...

... Foundation International(r), The United Way of America, United Way International and now a rotating **charity** that will change every quarter. SkyMiles **donations** designated for The American Red Cross will be accepted from now until March 31, 2000.

... the international impact of our SkyMiles members and their humanitarian efforts."

All SkyMiles members who **donate** miles to the American Red Cross from January through March will be eligible to **win** a family vacation package called the "Fox Kids On-Location Vacation." Provided by Fox Kids, as a part of Fox's support for the American Red Cross, this special "**Charity of the Quarter**" package will include a **chance** to meet the Power Rangers and view a taping of the show; a tour of...

...become "animated"; certificates to a 20th Century Fox movie premiere and tickets to a Dodgers **game** *.

Airfare, hotel accommodations and car rental are also included.

A volunteer-led, humanitarian service organization...

...people around the world with the care and comfort they need."

Although other airlines offer **charitable** miles **donation** opportunities, Delta's SkyWish is the only program with this unique, rotating element, aimed at...

...may donate any amount of miles above a 5,000-mile minimum.

Delta boosts each **donation** by adding 1,000 miles for every 5,000 miles **donated** . To **donate** miles: Members should submit in writing the amount of mileage they wish to **give** and to which **charity** ; include their SkyMiles account number; and send via fax to 404-773-1945 or via...

... Inc., Dept. 745, SkyMiles Service Center, P.O. Box 20532, Atlanta, GA, 30320-2532. SkyWish **donations** are not tax deductible for Delta Air Lines or SkyMiles members.

Delta SkyMiles members earn...

17/6,K/27 (Item 14 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

09123741 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Special Report: SPCA shortlist: Marketing Week readers have nominated the shortlist for the SPCA Best Awards 2000. This year it features eight new categories to reflect individual and company contributions to sales promotion.

November 11, 1999

WORD COUNT: 1842

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... standard for marathon appeals.

"A few years later, Clarke Hooper successfully challenged conventional thinking on **chance** promotions to create Heinz "Win a car a day", the first major onpack **prize** draw. A whole new category of **prize** draws and instant **wins** flowed from this innovation. Clarke Hooper was a pioneer in cause-related marketing 20 years...

... Heinz which gave the agency the opportunity to mount a series of mould-breaking onpack **charity** promotions, which had consumers sending in hundreds of millions of labels to raise funds for...

...Home and many other causes. The agency's founders, John Hooper and Barry Clarke, have **given** extensive service to the industry and been decorated for their public service work - Hooper with...

17/6,K/28 (Item 15 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

08065811 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Ramadan festival to be bigger, longer

November 03, 1999

WORD COUNT: 354

(USE FORMAT 7 OR 9 FOR FULLTEXT)

Shoppers will have a **chance** to **win** Dh10,000 in twice-daily draws, Dh250,000 in twice-weekly draws and Dh1.5 million in the final draw at the end of the event. Reflecting the **charitable** traditions of Ramadan, when the rich are expected to share their good fortune with the poor, 20 per cent of the **prize** fund will be deducted and **donated** to **charity**.

To meet the cost of staging the extended Dubai City that Cares and Spring Celebrations...

17/6,K/29 (Item 16 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

07034597 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Cross country victory for Vicky and Baldu's Choice

August 26, 1999

WORD COUNT: 1227

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... day should ring 01208-831867. - Argal Manor Farm, near Falmouth, is the venue for a **Charity** Fun Show on Monday, August 30, starting 10am, entries on the field. All profits from the show will be **donated** to the Renal Units at Truro and Derriford Hospitals, with classes for showing, jumping, driving...

... final supreme championship. Every competitor will go home with a rosette, as well as the **chance** of **winning prize** money and trophies. Further details from 01209 890745. - The Western Hunt Branch of the Pony...

17/6,K/30 (Item 17 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

04276433

O?s Anderson favors baseball World Cup over Olympics

February 09, 1999

WORD COUNT: 561

... any good American boy, Brady Anderson grew up with dreams of competing in the Olympic **Games**. In his imaginary ramblings, the Baltimore Orioles outfielder was standing on the top of the...

... sport if they don't play--Anderson acknowledges he has about as much hope of **winning** a gold medal in athletics as in baseball. "No **chance**," Anderson said of Major League Baseball following its ice hockey and basketball counterparts and fielding...

... take part in the biannual Japan tour. "There's no question, most players--95 percent-- **given** the **chance** to represent their countries in some kind of world **games** would be dying to do it," Anderson said. "It's fun to get on a..."

...tennis star and Orioles minority owner Pam Shriver to play in her annual tournament for **charity** in November. Anderson met Coetzer, 27, at Shriver's event in 1997. Gradually a relationship...

... in life reflects his reputation as a late bloomer. It also led the Orioles to **give** him a five-year, 31 million dollars deal prior to last season that will pay...

17/6,K/31 (Item 18 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

03788906 (USE FORMAT 7 OR 9 FOR FULLTEXT)

One-On-One Sports AM 620'S Peter Brown to Broadcast Live From Mickey Mantle's Restaurant for the Jimmy V. Charity Classic

December 17, 1998

WORD COUNT: 354

...five nationally.

All AM 620 listeners in attendance at Mickey Mantle's will have the **chance** to **win** great holiday prizes. Peter will be **giving** away a pair of tickets to this year's College Basketball National Championship **game** in Tampa, Florida plus four VIP tickets to the Jimmy V. **Charity** Classic in One-On-One Sports' courtside suite.

17/6,K/32 (Item 19 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

03028029

Labatt Blue Brings Magic Of Hockey Night In Canada To Communities Across The Country

October 06, 1998

WORD COUNT: 496

Winners to appear during telecasts, **donations** made to local **charities** TORONTO, Oct. 6 /CNW/ - For the first time, fans across Canada will be able to...

... different community each week, local fans will be invited to test their hockey skills and **win** great prizes including a **chance** to appear ``Out of the Blue'' on a Hockey Night in Canada telecast. In addition...

...Out will feature a Community Celebrity Challenge to help raise funds and awareness for local **charitable** organizations. ``From the day we announced our partnership with CBC and the National Hockey League...

... take part in a Celebrity Challenge at each stop and raise funds for a local **charity** of their choice. Labatt will **donate** more than \$100,000 to community organizations during the course of the season. Interested Labatt ...

... special Out of the Blue segment on Hockey Night in Canada. Labatt Blue Shoot Out **winners** will be sent to see the NHL team of their choice play in a regular season **game**. The Out of the Blue segment will be televised during the first intermission of the second **game** each Saturday. Labatt Breweries of Canada is Canada's most successful brewing companies. A proud ...

17/6,K/33 (Item 20 from file: 20)
DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

02960307

American Express(R) Offers Tee Time With Tiger Woods
September 29, 1998
WORD COUNT: 435

...to offer Canadian Cardmembers enrolled in its Membership Rewards(R) Program an exclusive offer -- a **chance** to hit the green with the 1997 Masters Champion. The Tiger Woods Sweepstakes also marks the first time Amex will make **donations** to **charity** through its Membership Rewards Program, with \$2.50 per entry being **given** to the Tiger Woods Foundation. The deadline for entries in the sweepstakes is October 1...

...be provided. Sue Austin, head of Amex's Membership Rewards Program says, ``It's a **win - win** situation that allows our Cardmembers to `do more'. Not only is it a once-in-a-lifetime **chance** to meet a true golf sensation, it is also a convenient way to **give** to a **charity** that focuses on the family as it aims to improve the lives of youth in North America.' Ms. Austin says that this reward is very attainable to **win**. ``With our points program, for every dollar a Cardmembers spends they earn one reward point. For many, 2,000 points is a modest entry requirement for such an exciting **prize** .' She adds, ``Contests like this one have been offered to Cardmembers over the past six...

... in 1996 and contests have been an important part of Membership Rewards ever since. The **winner** will be announced in mid-October and the **prize** will be redeemed in Orlando, Florida on November 9, 1998. American Express in Canada operates...

17/6,K/34 (Item 21 from file: 20)
DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

02939338

Fourth Annual Andre Agassi Grand Slam for Children Raises \$3.285 Million

For At-Risk Children

September 27, 1998

WORD COUNT: 483

... Slam for Children to benefit at-risk youth organizations in Southern Nevada. The Andre Agassi **Charitable** Foundation raised \$3.285 million during this weekend's benefit which featured a sold-out...

...was created in 1995 to offer support and funding to beneficiaries of the Andre Agassi **Charitable** Foundation. More than 7,500 fans attended this year's concert gala which featured performances...

... Mick Fleetwood, Amy Grant, Dennis Miller, Stevie Nicks, Lionel Richie, and Robin Williams. Grammy Award- **winning** producer David Foster served as the musical coordinator for the fourth consecutive year. A surprise guest appearance was made by Grammy Award- **winning** singer Marc Cohn. "Every year, I'm truly amazed at the level of dedication and..."

...will directly benefit less fortunate children in the Las Vegas community who truly deserve a **chance** for a better future." The evening began with a silent auction featuring an impressive list...

... auction items included dining packages for connoisseurs of fine food, fabulous shopping sprees, autographed memorabilia **donated** by Andre Agassi, Tiger Woods, Muhammad Ali, and Evander Holyfield, and, for the truly adventurous...

... a private lunch with General Colin Powell in his offices in Washington D.C. Specific **charities** and organizations benefiting from the Andre Agassi **Charitable** fundraiser have included: Boys & Girls Clubs of Las Vegas; Assistance League of Las Vegas' Operation...

... Scholarship Fund; Nevada Tennis Association (National Junior Tennis League and Project Serve); The Inner-City **Games**; Class! Publications; Las Vegas Sun Summer Camp; Boys Hope/Girls Hope of Nevada; Higher Educational ...

...R&R Events, 520-296-6725, or cell, 702-283-5020, for the Andre Agassi **Charitable** Foundation/ 21:02 EDT

17/6,K/35 (Item 22 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

02927105

Polaris Partners with Butch Mock Motorsports and Rick Mast to Benefit Speedway Children's Charities

September 25, 1998

WORD COUNT: 460

CHARLOTTE, N.C.--(BUSINESS WIRE)--Sept. 25, 1998-- No. 75 car to sport **charity** 's decal during UAW-GM Quality 500 Rick Mast will carry a special passenger during...

...Ford Taurus driven by Mast will sport the logo for one of NASCAR's top **charitable** organizations -- Speedway Children's **Charities**. Polaris has teamed with Mast to raise funds and awareness for Speedway Children's **Charities** by **giving** race fans the opportunity to **win** a

limited-edition Polaris ATV. "It's great to have a sponsor like Polaris that generously **contributes** to a number of worthwhile organizations," Mast said. "Speedway Children's **Charities** is a wonderful **charity** that makes a difference in kids' lives. I'm thrilled to be able to help...

... 4, fans can show their support by participating in a raffle. One lucky fan will **win** a Sportsman 500 Remington(TM) Special Edition Polaris ATV and a Featherlite(R) trailer autographed...

...the Polaris display booth at Charlotte Motor Speedway. All proceeds from the raffle will be **donated** to Speedway Children's **Charities**. Before the race, fans will have a **chance** to view the **prize** package as the number 75 Remington Arms/Polaris Ford Taurus show car takes a parade...

...are helping further our cause," said Gen. Tom Sadler, executive director of Speedway Children's **Charities**. "The exposure Rick is bringing us by carrying our logo is invaluable. And the prospect of **winning** a special Polaris ATV will really help raise important funding." Since its inception in 1984, Speedway Children's **Charities** has **donated** more than \$3 million to local **charities** that provide cultural, medical and social service needs to area children. Last year alone it awarded grants to over 142 separate children's **charities**, reaching over 120,000 children. A limited quantity of Sportsman 500 Remington(TM) Special Edition...

17/6,K/36 (Item 23 from file: 20)

DIALOG(R) File 20:(c) 2006 Dialog. All rts. reserv.

01731163 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Home Run Sweepstakes Offers \$50,000 to Indiana Baseball Fans

May 19, 1998

WORD COUNT: 448

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... a packed stadium and crush a home run that sends the crowd into a frenzy. **Windsor** (R) Canadian Whisky is **giving** Indiana residents a once-in-a-lifetime opportunity to do just that. The **Windsor** Round Tripper Sweepstakes **gives** baseball fans throughout Indiana the **chance** to come through in the clutch and score a big-league paycheck. Four entrants will ...

... compete in the Round Tripper, which will take place July 22, following the Indianapolis Indians **game** at Victory Field in Indianapolis. Facing a pitching machine, each contestant will receive four chances to clear the fence and **win** a \$50,000 cash **prize**. Fly balls falling short of the outfield fence will be measured for distance, and contestants...

... contestants and face the pitching machine himself as he attempts to hit home runs for **charity**. **Windsor** Canadian will **donate** \$250 for each home run Luzinski slugs during the event to the Indiana Chapter of...

... hitting a home run in a crowded ball park," says Mindy Stein, public relations manager, **Windsor** Canadian Whisky. "We're thrilled to offer this unique opportunity to our loyal consumers who have helped make **Windsor** Canadian a top-selling whisky in Indiana." No purchase is necessary to enter. Entrants must...

... received by July 1, 1998. To enter, consumers should print, "I'm ready for the **Windsor** Round Tripper" on a 3"x 5" note card along with their name, address, age and day and evening telephone numbers. Send to: "**Windsor** Round Tripper Sweepstakes," c/o Shandwick, 8400 Normandale Lake Blvd., Suite 500, Minneapolis, MN 55437...

... professional or semi-professional baseball players may not participate. Make Responsibility Part of Your Enjoyment. **Windsor** (R) Imported Canadian Supreme Blended Whisky, 40% Alc./Vol. (c) 1998 The Windsor Distillery Co., Deerfield, IL.

CONTACT: Shandwick, Minneapolis

Scott Broberg, 612/841-6144

sbroberg@shandwick.com...

17/6,K/37 (Item 24 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

01469768 (USE FORMAT 7 OR 9 FOR FULLTEXT)

More Than a Quarter of a Million Dollars Won On "The Big Spin;" Antioch Stockbroker Dances to the Tune of \$60,000

April 26, 1998

WORD COUNT: 544

... television markets statewide. Alfredo Rivas, a brick layer from Northridge who spun the wheel to win \$75,000, said he did not know the Big Spin ticket with three "TV Show" symbols was a direct entry to the "Big Spin" show's **Winner** 's Circle segment. Later, while watching the "Big Show" show, Rivas realized the Scratchers(R) ticket was his **chance** to get on the show and possibly spin the wheel. Rivas got that **chance** to spin the wheel when Scooter landed in front of him. Rivas said he would...

... as a hobby. Perez said he will pay bills, save for his kids' education, and **give** some to **charity** . Next up at the Fantasy 5 Dream Machine was Carlton Colombat. The retired postal employee...

...launch one ball at a time into one of five bins in the pinball-type **game** , each bin representing a cash amount. Prizes are cumulative, but only one ball may land in each bin to claim a **prize** . The top **winner** in the Fame & Fortune **game** was Ashwani Bhardwaj, a convenience store manager from Van Nuys. Bhardwaj won \$29,000 and...

... buy a franchise convenience store and a big screen television with surround sound with his **prize** . Other Fame & Fortune **winners** include Lewis L. Cabe, a janitor from Tracy, who won \$7,000 and Jeannette Tigert...

...approximately 38 percent of the Lottery's total revenues to schools. The California Lottery's **contribution** equals approximately 2 percent of the state's total education budget. "The Big Spin" show is the longest running Lottery **game** show into the country, airing continuously since 1985. The show airs in 12 television markets...

17/6,K/38 (Item 25 from file: 20)

DIALOG(R)File 20:(c) 2006 Dialog. All rts. reserv.

01444216 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Home Run Sweepstakes Offers \$50,000 to Minnesota Baseball Fans

April 22, 1998

WORD COUNT: 536

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... a packed stadium and crush a home run that sends the crowd into a frenzy. **Windsor** (R) Canadian Whisky is **giving** Minnesota residents a once-in-a-lifetime opportunity to do just that. The **Windsor** Round Tripper Sweepstakes **gives** baseball fans throughout Minnesota the **chance** to come through in the clutch and score a big-league paycheck. Four entrants will ...

... in the Round Tripper, which will take place June 25, following the St. Paul Saints **game** at Midway Stadium in St. Paul. Facing a pitching machine, each contestant will receive four chances to clear the fence and **win** a \$50,000 cash **prize**. Fly balls falling short of the outfield fence will be measured for distance, and contestants...

... contestants and face the pitching machine himself as he attempts to hit home runs for **charity**. **Windsor** Canadian will **donate** \$250 for each home run Luzinski slugs during the event to the Minnesota Chapter of...

... hitting a home run in a crowded ball park," says Mindy Stein, public relations manager, **Windsor** Canadian Whisky. "We're thrilled to offer this unique opportunity to our loyal consumers who have helped make **Windsor** Canadian a top-selling whisky in Minnesota." No purchase is necessary to enter. Entrants must...

... received by June 5, 1998. To enter, consumers should print, "I'm ready for the **Windsor** Round Tripper" on a 3"x5" note card along with their name, address, age and day and evening telephone numbers. Send to: "**Windsor** Round Tripper Sweepstakes," c/o Shandwick, 8400 Normandale Lake Blvd., Suite 500, Minneapolis, MN 55437...

... professional or semi-professional baseball players may not participate. Make Responsibility Part of Your Enjoyment. **Windsor** (R) Imported Canadian Supreme Blended Whisky, 40% Alc./Vol. (c) 1998 The **Windsor** Distillery Co., Deerfield, IL.

GREG "THE BULL" LUZINSKI

After capturing two home run crowns and...

17/6,K/39 (Item 1 from file: 476)

DIALOG(R)File 476:(c) 2006 Financial Times Ltd. All rts. reserv.

0004530938 B08AEAWACTFT

The Great Investment Race: Test your market skills

Saturday, January 2, 1988

Word Count: 1,114

TEXT:

...measures to encourage wider share ownership?

You can test your skill at forecasting; have a **chance** to **win** 5,000 pounds sterling worth of Holborn unit trusts; and **contribute** to **charity** all at the same time by entering the FT Readers' Race being run in conjunction...

...entry form in any time from now onwards.

There is no guarantee that you will **win** 5,000 pounds sterling, or a quarterly **prize**. That is up to your skill. What is guaranteed is that each 10 pounds sterling **contributed** with your entries will go in full to deserving **charities**. **Charity** Projects has no overhead or administrative costs, since these are all paid by various supporters. So your 10 pounds sterling is passed on directly to **charities** for young people who are disabled, homeless or have drink or drug problems. A good...

17/6,K/40 (Item 2 from file: 476)

DIALOG(R)File 476:(c) 2006 Financial Times Ltd. All rts. reserv.

0004062603 B07LNBOABKFT

Finance And The Family: Test Your Market Skills - Your Chance To Win The FT Readers' Race

Saturday, December 12, 1987

Word Count: 941

TEXT:

A **chance** to **win** 5,000 pounds sterling, test your skill in the stock market, and **give** to **charity** all at the same time. That is the opportunity offered in the second FT Readers...

...out with their 55,000 pounds sterling portfolios to see who can raise most for **charity** the FT Readers' Race **gives** private investors the chance to see how they can perform with the same sum - on...

...each entry into the Readers' Race remains unchanged at 10 pounds sterling, which will be **donated** to **charity** via **Charity** Projects. Last year the Readers' Race raised nearly 17,000 pounds sterling for **charity**, money which was spent quickly without having to wait for the end of the contest. The great attraction of **Charity** Projects from the donor's point of view is that all the money **contributed** goes straight to **charity**, without any deduction for administration or overhead expenses.

So even if you don't **win** the 5,000 pounds sterling top award, or quarterly **prize**, your money is quickly used to help **charities** for young people who are disabled, homeless or suffering from drink or drug misuse, through...

17/6,K/41 (Item 3 from file: 476)

DIALOG(R)File 476:(c) 2006 Financial Times Ltd. All rts. reserv.

0004044294 B07LUA4ADRFT

Finance & The Family: Take a stake for charity - Methods and motives for the FT Readers' Race

Saturday, December 19, 1987

Word Count: 1,166

TEXT:

Charity is always close to the heart at Christmas time, so now is an ideal time to consider your entry to the FT Readers Race, testing your skill at investing and **giving** you the **chance** to **win** 5,000 pounds sterling while **contributing** to **charity**.

The second Great Investment Race, in which nine management teams will seek to raise the...

...event will be awarded.

Prudential/Holborn, sponsors of both the Races, have generously doubled the **prize** for the Readers' Race from 2,500 pounds sterling to 5,000 pounds sterling worth of Holborn unit trusts, so there is a very worthwhile **prize** if you **win**. but the main objective of the Race is to raise money for **charity**. All the money raised will be **donated** by **Charity** Projects - organisers of the Great Investment Race - to **charities** for young people who are disabled, homeless or have drink and drug problems.

The special attraction of **Charity** Projects, which helps provide money to organisations unable to afford their own fund-raising exercises, is that 100 per cent of the money **contributed** goes direct to **charity**. There are no deductions at all for administrative costs, which are borne by other supporters...

...your cheque or postal order is cashed you can assume that it has gone to **Charity** Projects and has been **donated** to **charity**. Your entry number will be listed and you are then in with a **chance** to **win** the Readers Race and 5,000 pounds sterling, or one of the quarterly prizes.

FT...

17/6,K/42 (Item 1 from file: 610)
DIALOG(R)File 610:(c) 2006 Business Wire. All rts. reserv.

00416992 20001128333B4913 (USE FORMAT 7 FOR FULLTEXT)
Lottoballs.com's Second \$100,000 Cash Prize Winner to Give Jim Mullen Foundation Another \$5,000 Gift On December 1-Awards Luncheon at Chicago's House of Blues Hotel Demonstrates Growth, Success of Popular Online Sweepstakes Firm's...

Tuesday, November 28, 2000 09:59 EST
WORD COUNT: 677

TEXT:

Unique Commitment to Local **Charity**
CHICAGO, Nov 28, 2000 (BUSINESS WIRE) -- Lottoballs.com, one of PC Data's top-ranked...

...to celebrate its
second \$100,000 grand prize award, \$5,000 of which will be **given** to the Jim Mullen Foundation. The event will take place between 12-2 p.m...

...model that has made Lottoballs.com one of the Web's most popular sites for **games**," said Bill Mayhew, Lottoballs.com CEO and founder. "Our ability to **give** players an enjoyable experience online--and a fair **chance** to **win** such large prizes--makes Lottoballs.com equally popular among advertisers seeking a loyal, motivated audience...

...profit organizations, such as the Make-A-Wish Foundation and Chicago Cub Sammy Sosa's **charities**.

"It's refreshing to know that a portion of my award will support the ongoing...

...Jim Mullen Foundation as a beneficiary in accordance with Lottoballs.com's official policy to **donate** 5 percent of the grand prize award to an approved **charitable** organization.

Clinkscales is one of more than 200,000 registered players who frequent Lottoballs.com...

17/6,K/43 (Item 1 from file: 636)
DIALOG(R)File 636:(c) 2006 The Gale Group. All rts. reserv.

04550969 Supplier Number: 59144696 (USE FORMAT 7 FOR FULLTEXT)
Delta Air Lines expands SkyWish giving opportunities; Adds 'Charity of the Quarter' for SkyMiles donations .
Feb 2, 2000
Word Count: 746

(USE FORMAT 7 FOR FULLTEXT)
Delta Air Lines expands SkyWish giving opportunities; Adds 'Charity of the Quarter' for SkyMiles donations .

TEXT:

M2 PRESSWIRE-2 February 2000-DELTA AIR LINES: Delta Air Lines expands SkyWish **giving** opportunities; Adds 'Charity of the Quarter' for SkyMiles **donations** (C)1994-2000 M2 COMMUNICATIONS LTD
... ATLANTA -- Delta's SkyMiles program will celebrate the fifth anniversary of SkyWish by launching the "**Charity** of the Quarter" miles **donation** program. The program features The American Red Cross as the first "**Charity** of the Quarter."

SkyWish enables members of the SkyMiles program to **donate** miles to their choice of five core charities, including CARE, Make-A-Wish Foundation of...

...Foundation International(r), The United Way of America, United Way International and now a rotating **charity** that will change every quarter. SkyMiles **donations** designated for The American Red Cross will be accepted from ...the international impact of our SkyMiles members and their humanitarian efforts."

All SkyMiles members who **donate** miles to the American Red Cross from January through March will be eligible to **win** a family vacation package called the "Fox Kids On-Location Vacation." Provided by Fox Kids, as a part of Fox's support for the American Red Cross, this special "**Charity** of the Quarter" package will include a **chance** to meet the Power Rangers and view a taping of the show; a tour of...

...become "animated"; certificates to a 20th Century Fox movie premiere and tickets to a Dodgers **game** *.

Airfare, hotel accommodations and car rental are also included.

A volunteer-led, humanitarian service organization...people around the world with the care and comfort they need."

Although other airlines offer **charitable** miles **donation** opportunities, Delta's SkyWish is the only program with this unique, rotating element, aimed at...

...may donate any amount of miles above a 5,000-mile minimum.

Delta boosts each **donation** by adding 1,000 miles for every 5,000 miles **donated** . To **donate** miles: Members should submit in writing the amount of mileage they wish to **give** and to which **charity** ; include their SkyMiles account number; and send via fax to 404-773-1945 or via...

...Inc., Dept. 745, SkyMiles Service Center, P.O. Box 20532, Atlanta, GA, 30320-2532. SkyWish **donations** are not tax deductible for Delta Air Lines or SkyMiles members.

Delta SkyMiles members earn...

17/6,K/44 (Item 2 from file: 636)

DIALOG(R)File 636:(c) 2006 The Gale Group. All rts. reserv.

04190503 Supplier Number: 54812329 (USE FORMAT 7 FOR FULLTEXT)

STYKE INTERNATIONAL: Countdown to the Millennium -- World Lotto 2000 offers more to celebrate.

June 4, 1999

Word Count: 644

... of the New Millennium. To add to the fun, World Lotto 2000 offers visitors a **chance** to have posted what they would do if they won the largest single cash **prize** in history. Co-Founder Steve Reynolds comments, "Reading people's dreams of **winning** the lottery can be somewhat of a roller coaster, some are heart breaking and some are very uplifting. Surprisingly, most dreams are prefaced with something very thoughtful like **giving** to **charity** or helping family members with medical expenses from an illness."

World Lotto 2000 also aims...

17/6,K/45 (Item 3 from file: 636)

DIALOG(R)File 636:(c) 2006 The Gale Group. All rts. reserv.

04060126 Supplier Number: 54095675 (USE FORMAT 7 FOR FULLTEXT)

-BT: Sheryl Gascoigne and Anna Walker bring a touch of glamour to BT Swimathon '99.

Nov 27, 1998

Word Count: 1289

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...up for BT Swimathon '99 in an effort to raise more than 2 million for **charity** . The call came at the national launch of the event attended by a host of...

...Hunter and Rhino. The event, in its ninth year of sponsorship by the telecommunications giant, **gives** participants the **chance** to raise money for **charity** whilst getting fit and having a lot of fun in the process. Since BT Swimathon...

...more than 16 times around the world - and raised some 12 million for 27 national **charities** . Seventy per cent of the funds raised from BT Swimathon '99 will go to the NSPCC and its sister **charity** CHILDREN 1ST in Scotland to help the **charities** in their work preventing children suffering abuse and helping to secure a future for children...

...people. They get friends and relatives to sponsor them, with the top

fundraisers standing a **chance** of **winning** a holiday of a lifetime to the La Manga Club Resort in Spain, Europe's...

...part in the event to raise as much money as possible for all the benefiting **charities** and make BT Swimathon '99 the most successful in the event's history." Said Kelly...

...families." A nationwide scheme promoting athletics for disabled individuals from grass roots to the Paralympic **Games** in Sydney 2000 will also benefit from the funds raised. The **charities** involved in the scheme include the British Paralympic Association, United Kingdom Sports Association for People...

...Disability Action - Northern Ireland and Federation of Sports Association for the Disabled (Wales). Other benefiting **charities** are The Amateur Swimming Federation of Great Britain's (Education Fund) National Training Curriculum Programme...

...swimming coaching courses for primary school teachers to ensure further generations are able to swim. **Charities** and initiatives local to BT Swimathon pools will also benefit. Anyone wishing to enter should...

...1,500m. -- Swimmers get friends and relatives to sponsor them and so raise money for **charity**. -- BT Swimathon is now in its 13th year. -- Ninth year of BT sponsorship. -- Over 12 million has been raised over the years. -- More than 27 national **charities** have benefited. -- Over 300,000 people have taken part, they have swum more than 450...

...Swimathon aims to: -- Recruit 500 pools nationwide. -- Involve 45,000 participants. -- Raise 2 million for **charity**. The **Charity**: This year's main **charity** recipient is the National Society for the Prevention of Cruelty to Children (NSPCC) and Children 1 ST in Scotland, receiving 70% of funds raised. The **charities** aim to prevent children from suffering abuse and ...Wales) - A nationwide scheme promoting athletics for disabled individuals from grass roots to the Paralympic **Games** in Sydney 2000. -- 5% - Amateur Swimming Federation of Great Britain (Education Fund) - Organising swimming coaching courses for school teachers to ensure future generations are able to swim. -- 10% - **Charities** and initiatives local to BT Swimathon pools BT Swimathon '99 comprises three core swimming' opportunities...

...challenge distances, the opportunity still to participate in BT Swimathon '99 and raise money for **charity**. How To sign Up: -- Call the BT Swimathon hotline free on 0800 731 7316 and...

17/6,K/46 (Item 4 from file: 636)

DIALOG(R)File 636:(c) 2006 The Gale Group. All rts. reserv.

04010256 Supplier Number: 53185936 (USE FORMAT 7 FOR FULLTEXT)

-THE CO-OPERATIVE BANK: Bank surfers face exploding cracker challenge.

Nov 5, 1998

Word Count: 328

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...crackers there are messages for Christmas, some humorous and some ethical. The bank will be **donating** 1p to **charity** for every copy of the screen saver downloaded. In addition to the standard screen saver, 24

versions have been specially created to **give** a **prize** a day to those fortunate enough to download one at the right time. These lucky...

...will reveal a party hat which glances around the screen and then reveals that days **prize**. These include a Christmas Hamper, vintage champagne, travel vouchers worth GBP 500 and the **chance** to **donate** GBP 100 to **charity**. Joanne Dodds of The Co-operative Bank said, "Christmas is often a stressful time in..."

...people using our web site would benefit from a bit of light relief and the **chance** to **win** an additional Christmas gift. The screensaver was designed by Walsh Simmons Interactive. CONTACT: Bill Eyres...

17/6,K/47 (Item 5 from file: 636)
DIALOG(R)File 636:(c) 2006 The Gale Group. All rts. reserv.

03681755 Supplier Number: 47939945 (USE FORMAT 7 FOR FULLTEXT)
PRIME INTERACTIVE SPORTS MEDIA: IN THE NET is on the net
August 29, 1997
Word Count: 598

... MEDIA LTD (PRISM) this week. The site's flagship service is Jackpot Football, a weekly **game** which **gives** users the **chance** to show off their selectorial skills, **win** big money for a small stake - and make a **donation** to **charity** to boot.

Combining two of the world's hottest leisure interests - with some 24 million...

...four and paid for by credit card. A portion of each game entry will be **donated** to the Imperial Cancer Research Fund. PRISM selected the Imperial Cancer Research Fund as the beneficiary due to this **charity**'s distinctive and forward-looking approach. Their mission is to save lives through research into...

17/6,K/48 (Item 1 from file: 634)
DIALOG(R)File 634:(c) 2006 San Jose Mercury News. All rts. reserv.

09648116
FIRST STEP TO A NEW LIFE
Thursday, May 28, 1998
Word Count: 657

...need or want a lifetime of dependency. Don't need or want to rely upon **charity** for your survival. Only thing you need -- or want -- is a **chance** to get ahead of the **game** long enough to **give** yourself a decent shot at **winning** it.

Problem is, being poor means having fewer options. Means seeing the exit door but...

17/6,K/49 (Item 1 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

1147427 NYW010
Members of Congress to Start Their Engines as Kmart Kids Race Against Drugs

Comes to Capitol Hill

DATE: September 3, 1997

WORD COUNT: 531

... seven to 12. Entrants compete in three age groups on safety-modified lawn tractors, to **win** scholarships and other prizes, along with the **chance** to compete in the National Championships in Orlando, Florida in January 1998. Kmart **donates** \$5 for each participating child to a local drug prevention **charity** in the 38 cities it visits over 25 weeks. National grand- **prize winners** in each age group receive a \$10,000 college scholarship annuity which matures on their...

...birthday.

For the special Congressional Kmart Kids Race Against Drugs on Capitol Hill, Kmart will **donate** \$500 to the favorite drug prevention **charity** of every Senator or Congressperson who participates, with an additional \$1500 awarded to each of...

17/6,K/50 (Item 2 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

1127334

MNM011

sidewalk.com Starts an Olympic Food Fight

DATE: July 21, 1997

WORD COUNT: 353

...will then go on to the hoola-hoop and "shoot the cork" contests for a **chance** to **win** the grand **prize** , a \$500 **donation** to their restaurant's favorite **charity** !

The public is invited to watch the free sidewalk.com Restaurant Olympics and will have...

17/6,K/51 (Item 3 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0841407

PH003

PHIL COLLINS, WHOOP! GOLDBERG HEADLINE ART EXHIBIT OPENING; CRAYOLA BIG KID CLASSIC EVENT BENEFITS CHARITY

DATE: July 18, 1995

WORD COUNT: 671

...few of the more than 30 celebrities who have drawn on their artistic abilities for **charity** by **donating** art they created to the Crayola Big Kid Classic celebrity art auction. The artworks will...

...a

way to help raise funds for Very Special Arts, Crayola products will make a **donation** to the **charity** for each piece of artwork submitted as part of the Crayola Big Kid Classic national...

...are asked to submit a piece of art depicting a
memorable childhood moment for a **chance** to **win** the \$25,000 grand **prize**

.

July 18 also marks the on-line debut for Crayola products with the
introduction of...

?